MAY 29, 1944 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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TECHNOLOGY DEPT.

how long is a short memory?

WHAT DID YOU LISTEN to on your radio last night at 7:00? What did you do six hours ago? Can you remember quickly and accurately? Probably not, for memory's a deceptive thing.

Good radio research people like Crossley, Inc. know that the greater the gap between the time a person hears your show and the time a Crossley interviewer speaks to him, the greater the chances that the person doesn't remember *exactly* what he heard.

That's why Crossley, Inc., which compiles and prepares "A Continuing Study of Radio Listening in Greater-New York" exclusively for WOR, uses the *shortest recall* possible. That's what makes WOR's "Continuing Study" so uncannily *accurate and dependable.*

For instance, morning listeners are asked what they listened to only two hours after your program leaves the air. Evening listeners have to think back only 1½ hours, not twelve. It's the next best thing to sitting with the listener while he dials your show. And it's exclusive with WOR.

Call WOR for an *accurate* checkup on your show today. Let our file of exclusive audience facts bring you a greater per-penny profit on every penny you invest.

that power-full station **WOR**

at 1440 Broadway, in New York

America's Most Imitated Radio Program

Sets ANOTHER Record

1,250,000 Paid Attendance!

One and a quarter million people have paid to see America's oldest, continuous . . . and most imitated . . . radio feature since the WLS National Barn Dance moved into the Eighth Street Theater in March, 1932. (The Barn Dance itself is 20 years old.) On Saturday, May 6, visitor Number 1,250,000 paid his 85c for a ticket to this granddaddy of all barn dances. It's still, after 20 years, furnishing SRO entertainment units for theaters, fairs and like events; most of the entertainers have been featured in motion pictures, and in September, Paramount will release a full-length feature picture based on the WLS National Barn Dance and starring most of its regular talent.

But to get back to this 1,250,000 paid attendance: it is definite evidence of the good will Chicagoans and the people of Midwest America have for WLS, a good will that extends also to other programs on the station and to the advertisers who sponsor them. If you want other proof . . . proof of *results* for advertisers . . . ask any John Blair man.

WLS

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President
GLENN SNYDER
Manager

CHICAGO 7

REPRESENTED BY
JOHN BLAIR & COMPANY

AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK—**KOY** PHOENIX • **KTUC** TUCSON • **KSUN** BISBEE-LOWELL

WGEO
G-E PREVIEW OF A
NEW 100-KW TRANSMITTER
with features that
set the standard for post-war
broadcast equipment . . . FM · TELEVISION · AM
GENERAL ELECTRIC

10 outstanding new features

FOR PEAK EFFICIENCY—MAXIMUM ACCESSIBILITY—COMPLETE SAFETY—ADVANCED DESIGN

From General Electric's broad background of experience in building *all* of America's 100-kw international transmitters, has sprung a *new* transmitter so revolutionary in design and performance and operating features that it literally is setting the post-war standards for the entire "family" of G-E broadcast equipment . . . FM, Television, and AM.

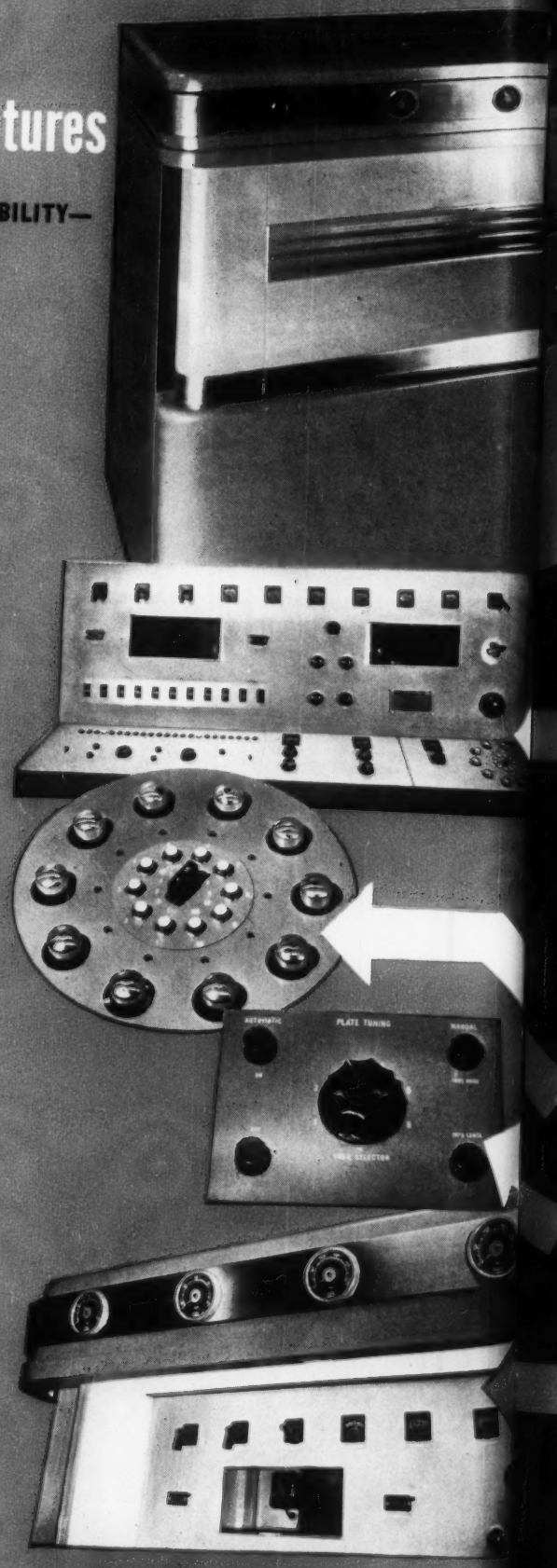
Forty feet of streamlined beauty sets the pace in styling for the whole broadcast industry. . . . *Complete accessibility* of all components permits rapid and effective maintenance. . . . *Complete safety* is provided by both mechanical and electrical interlocks that make it impossible for operating personnel to enter the high voltage areas without manually operating *all* interlocks. *Transformers cooled with non-inflammable Pyranol** and enclosed air-break contactors provide additional safety features—reducing fire hazard.

Centralized supervisory control tells at a glance the status of all circuits. . . . *Sectionalized construction*, using standard cubicles, makes installation simple, less costly, and results in improved appearance. . . . *Sturdy construction*, employing heavy steel sheets, provides strong, rigid cubicles that permit the compact assembly of heavy-duty components on walls and ceilings. Sub-assemblies need not be removed for adjustment or maintenance.

All instruments are easy to read and are grouped for easy observation. . . . *Peak performance* is assured by electrical features such as: Automatic filament voltage regulator. Supervisory light system. Continuous metering of power input. Automatic reclosure for short-duration outages. Improved automatic control of modulator bias. Protection of tungsten filament tubes against starting surges for longer tube life. . . . *Input power supply*—2400 or 4160 volts, 50/60 cycles. Easy to change after installation by a few connections.

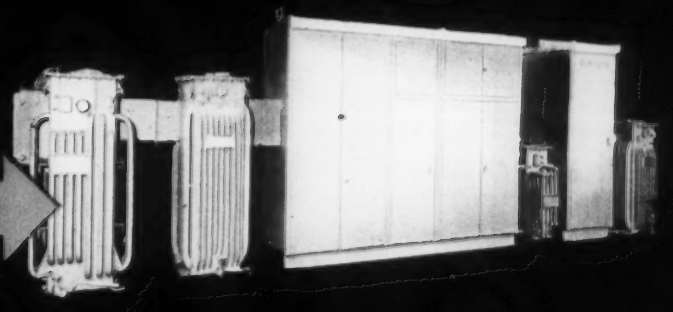
Many of these added features will come to you with your post-war installation of a G-E transmitter; and in this forerunner of tomorrow's transmitters they re-emphasize the "know how," experience, research, and ability of General Electric to deal with your FM, Television, or AM problems. General Electric will be glad to discuss such problems with you. Write to *Electronics Department, General Electric, Schenectady, New York.*

*REG. TRADE-MARK



FRONT VIEW of new G-E 100-kw international transmitter, with control-panel doors closed. Finger-tip pressure will open or close vertical sliding doors. **REAR VIEW** at right.

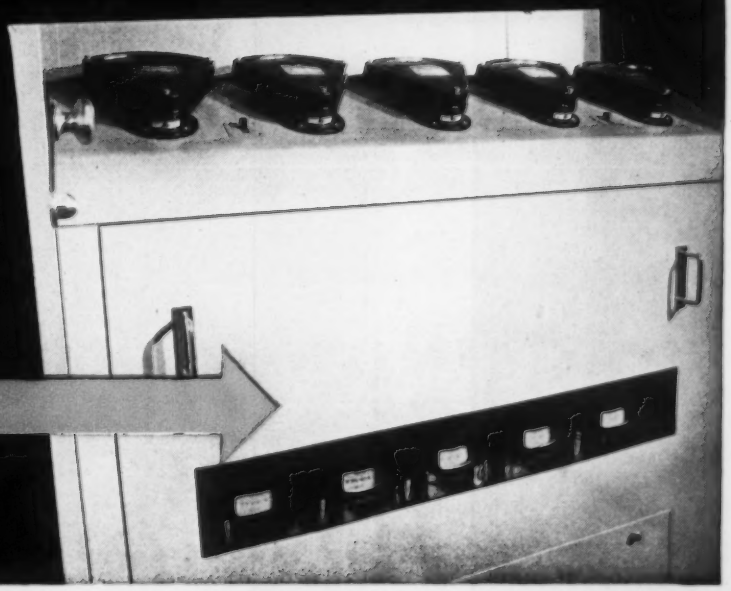
CONTROL STATUS at a glance is achieved by centralizing all supervisory lights and switches. Locations and names of all controls are carefully planned to aid the operator in visualizing the sequence of operation. Control relays and contactors may be viewed through the left window, and exciter components may be seen through the right. Fluorescent lighting provides a soft glow for all transmitter front panels.



MINIMUM INSTALLATION EXPENSE, maximum safety, compact appearance are achieved with this well-designed power supply equipment. High-voltage contactors, surge resistors, instrument transformers, etc., are located in steel weather-proof cabinets, which are throat-connected to the associated transformers and induction regulators. These units are cooled with non-inflammable Pyranol and may be located outdoors or indoors. No special vault is required.

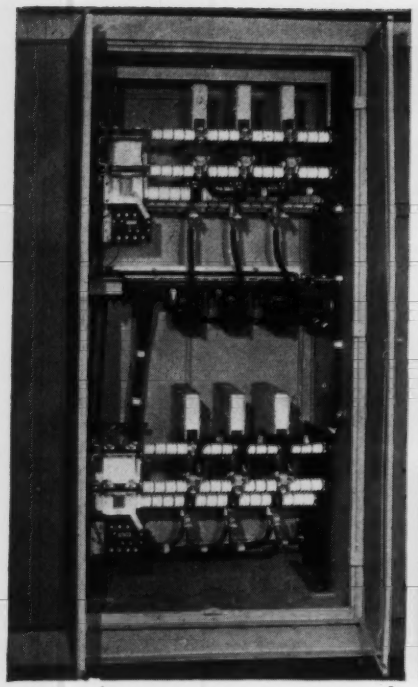
TEN CRYSTAL 'THERMOCELLS' (including four spares). Each cell is complete in itself, including internal heater and thermostat sealed into a metal-tube shell. Indicator lights continuously monitor thermostat operation. Vernier adjustments of frequency may be made easily during operation.

QUICKER FREQUENCY CHANGES are made possible by an automatic tuning system for the power amplifier plate tank capacitor. Any one of six pre-set positions may be selected by the rotary switch. Momentary pressure on the "Automatic On" button starts the carriage, which stops at the pre-selected position. Manual tuning for checking resonance is done with the other push-button switches.



INDICATING INSTRUMENTS are easy to read and easy to identify. The new 240-degree scale is inherently more accurate and provides ample space for calibration markings and circuit name. Instruments are tilted at a 10-degree angle to avoid reflections and provide greater readability.

WATER-FLOW METERS, control valves and temperature indicators for all water-cooled tubes are located in the center passageway. They can be read and adjusted with the transmitter on the air.



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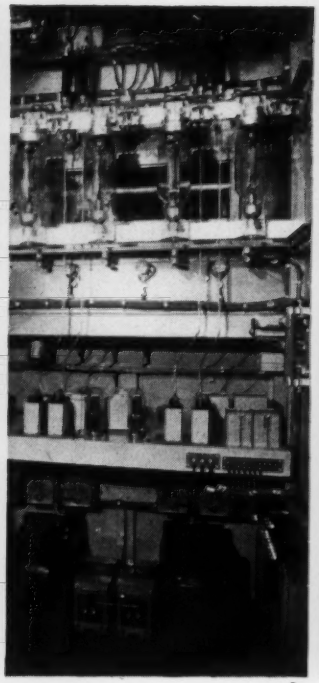

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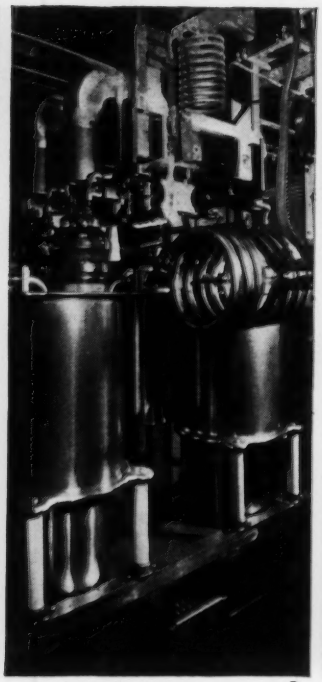

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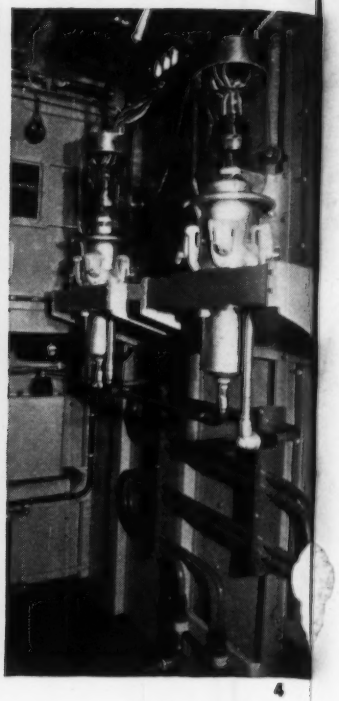


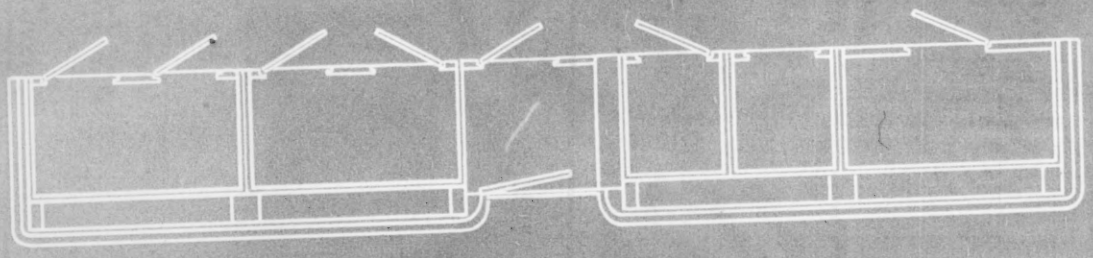
4

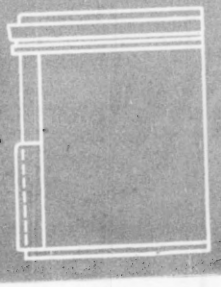
1 ***For reliable primary power control,*** 5000-volt air-break contactors are used for plate "start" and "run." These contactors are designed for highly repetitive operation, and for single-shot automatic reclosure. These contactors can be safely connected to a 150,000 kva power system, as they handle all overloads on the secondary side of the connected transformers and are backed up by silver-sand fuses.

2 ***For effective inspection and maintenance,*** ready access is provided to all electrical and mechanical parts. Heavy-duty cubicle construction permits mounting of components on walls, front panel and roof. The audio-driver cubicle illustrated shows typical construction. Cubicle floors are covered with long-life inlaid linoleum.

3 ***The power amplifier*** assembly is simple, compact, and trouble-free. For quick frequency changing, the inner cylinders of the concentric plate capacitors are raised and lowered by a motor-driven carriage to pre-set positions. All parts of this assembly are readily accessible from an ample aisle completely surrounding the tube-and-circuit unit within the cubicle.

4 ***Water-cooling troubles ended!*** These modulator tubes, and the tubes for other high power stages, are water-cooled through semi-flexible plastic insulating tubing, transparent throughout its entire length. Transmitter cubicles are pressurized with filtered air for cooling and cleanliness.





FLOOR PLAN AND END ELEVATION. The total length of the transmitter is 39' 6"; height 7' 6"; depth 6' 6". The transmitter proper consists of four cubicles, each 8' wide and 5½' deep. A wide passageway is provided in the center of the transmitter; and electric interlocks prevent transmitter from being placed in operation until all entrance doors are closed.

COME TO SCHENECTADY: — to see the pattern of tomorrow's transmitters . . . to see G. E.'s proving-ground stations — FM, AM, and Television . . . to discuss how you can reserve the equipment you want for prompt post-war delivery.

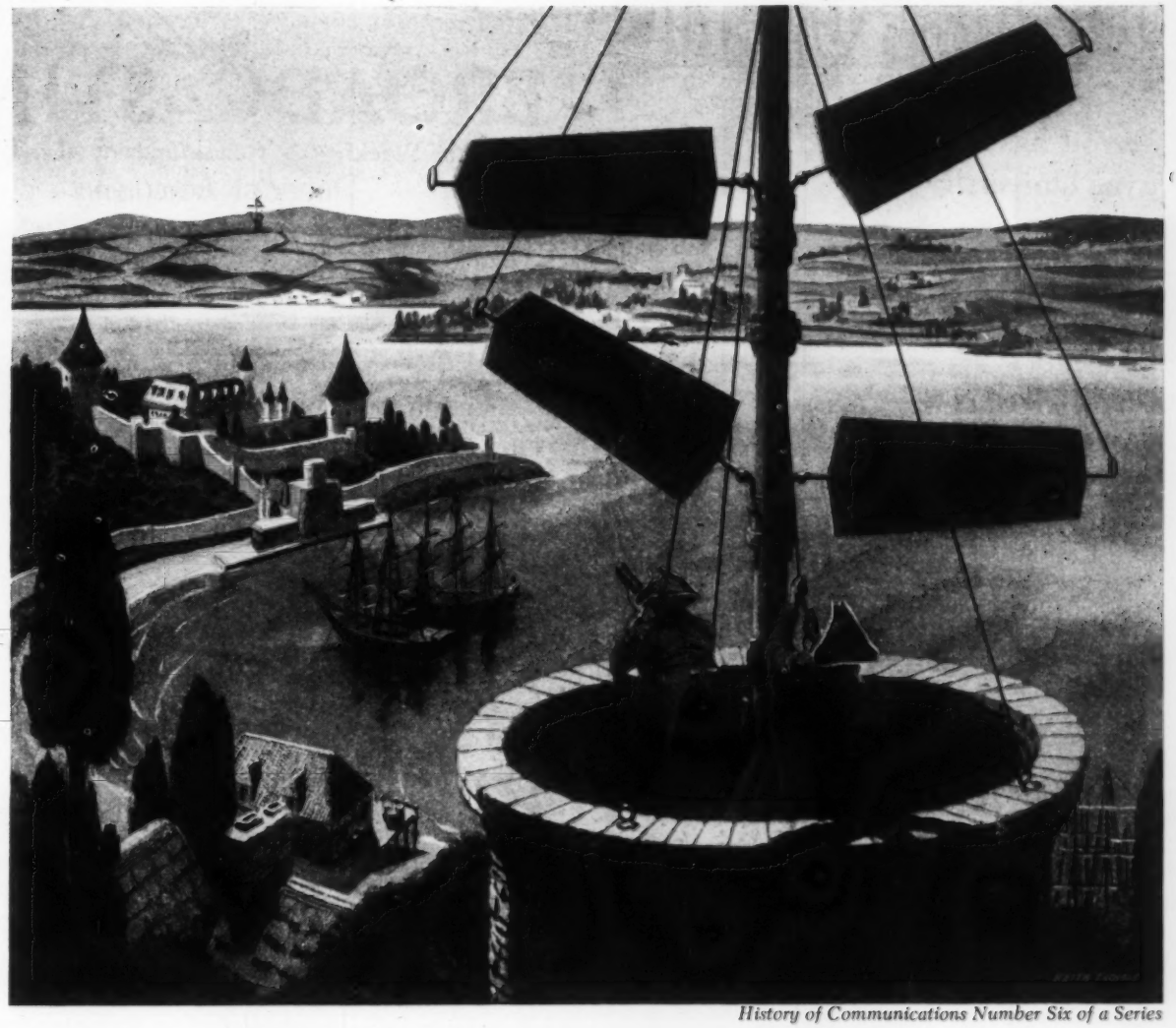
• Tune in General Electric's "The World Today" and hear the news from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over CBS' network. On Sunday evening listen to the G-E "All Girl Orchestra" at 10 E.W.T. over NBC.

STATION AND STUDIO EQUIPMENT • TRANSMITTERS • ANTENNAS • ELECTRONIC TUBES • RECEIVERS

GENERAL ELECTRIC FM · TELEVISION · AM

160-CB

See G.E. for all three!



History of Communications Number Six of a Series

COMMUNICATION BY SEMAPHORE

The Semaphore, as a means of communication, met first commercial acceptance in France under the authority of Napoleon in 1792. Restricted by "line of sight" and low power eye pieces, excessive numbers of relay stations, as pictured above, were required for "directional broadcasting" over rough terrain. Weather conditions, too, were a handicap. Because of the code used and its necessary translation, delays and errors were continually encountered.

Today, in the era of applied electronics, Universal microphones are being used to expedite messages on every battle front in the service of the Allies. Universal is proud of its contribution in the electronic voice communications and its every effort to our ultimate Victory.

Model T-45, illustrated at left, is the new Lip Microphone being manufactured by Universal for the U. S. Army Signal Corps. Shortly, these microphones will be available to priority users through local Radio Jobbers.

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA

FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA ·· CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA

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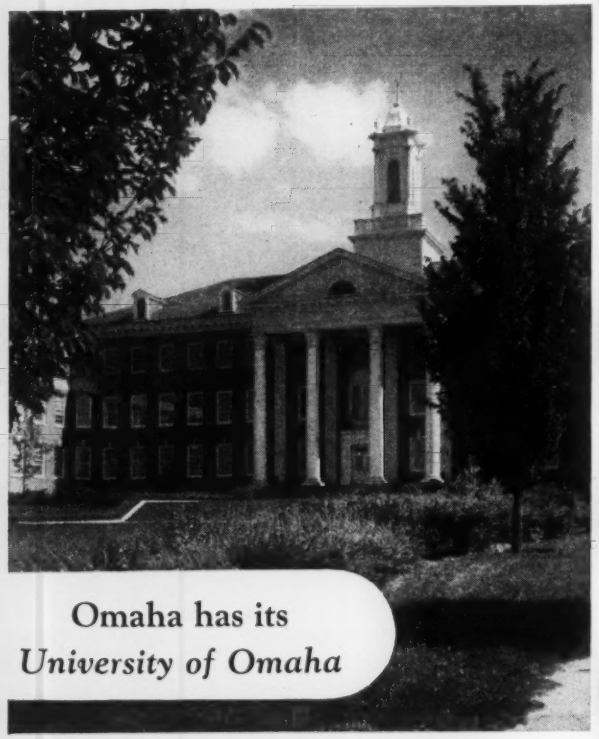
KOIL Columbia, of course The Radio Buy of OMAHA

Detroit has its
Wayne University



Omaha has its
University of Omaha

Omahans Prepare for Present and Future Opportunity

The vitality of the adult Education program, carried on through the modern air conditioned facilities of the University of Omaha, gives evidence of Omaha's appreciation of the dollars and cents value of continuous education. Eight hundred Omahans, out of an enrollment of more than 3800 students, now participate in the adult education program of this University.

KOIL reaches these far-sighted people intent on raising their standards of living. Omaha offers a rich market for consumers goods now, and in the post war period. KOIL reaches this metropolitan market at low cost, directly, daily. The Omaha market becomes YOUR market through KOIL.

A PROGRESSIVE MARKET

During the first three months of 1944 Omaha bank clearings were $1,029,800,000, an increase of 16.5% over a similar period in 1943. Bank debits for the same period: $1,060,210,000, an increase of 10.6%.

Represented Nationally by Edward Petry Co., Inc.

KOIL CBS in Omaha

5000 WATTS — 1290 KILOCYCLES

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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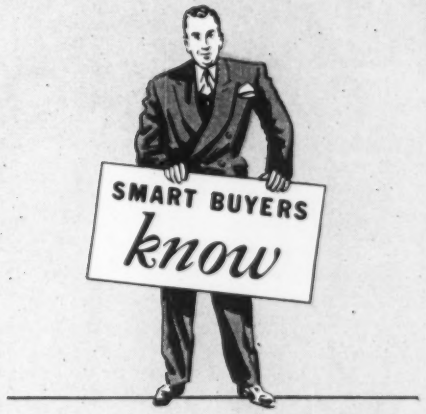
FOR TEN YEARS WOL HAS BROUGHT MORE NEWS TO WASHINGTONIANS, MORE HOURS PER DAY, THAN ANY OTHER WASHINGTON STATION

Washington's only 24-hour Station

WOL

A few excellent news periods still available. Contact, SPOT SALES INC., Nat'l Reps., New York, Chicago, San Francisco, Hollywood.



Between 8 A.M. and 6 P.M. WAAT delivers more listeners per dollar in America's 4TH Largest Market than any other station – including all 50,000 watters!*

**See Latest Surveys! Check Availabilities!*

National Representatives

Spot Sales, Inc. (Outside N. Y. Area)

WAAT

970 KC
NEWARK, N. J.

Do you realize this market contains over 3½ million people; more than these 14 cities combined:—Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

ONE OF A SERIES FEATURING OUTSTANDING USERS OF SPOT BROADCASTING

WAYNE TISS

Vice President, Batten, Barton, Durstine & Osborn, Inc., Hollywood

Says—"Spot broadcasting is one sure way of controlling a sales push with dealer support in America's widely varying markets"

●Well and truly spoken, Mr. Tiss, especially today when there are often not enough salesmen and even merchandise itself to "go around". But today spot broadcasting is helping many an advertiser to shift his facilities like a well-coordinated army, to move rapidly and effectively from one front to another as strategy demands.

●To us, here at F&P, this strategic use of spot broadcasting is a normal procedure rather than a war-born operation. We've always been geared to give instant support on any sort of campaign. We take pride in working just as hard to place an emergency one-market barrage as in helping to plan a nation-wide bombardment. Maybe that's why the one-market jobs so often turn into much bigger projects!

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KOB	ALBUQUERQUE
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KTUL	TULSA
. . . PACIFIC COAST . . .	
KECA	LOS ANGELES
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KIRO	SEATTLE
KFAR	FAIRBANKS, ALASKA

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FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 **SAN FRANCISCO:** *111 Sutter* Sutter 4353 **HOLLYWOOD:** *6331 Hollywood* Hollywood 2151 **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 26, No. 22 WASHINGTON, D. C., MAY 29, 1944 $5.00 A YEAR—15c A COPY

Bill Drastically Alters Radio Operations

News, Commentator Ban Likely to Die; Clear Channels Are Curtailed

FULL-SCALE revision of the present radio law, which would substitute for the FCC a new five-man Commission to be named by the President and drastically change radio's method of programming and operation, is proposed in the long-awaited redraft of the White-Wheeler Bill. The draft was made public last week coincident with its consideration by the Senate Interstate Commerce Committee.

Largely the handiwork of Chairman Burton K. Wheeler (D-Mont.), with the concurrence of Sen. Wallace H. White (R-Me.), co-author, the bill would radically affect broadcast operations if adopted in its existing form. But few legislators—not even its authors—expect it to get through without revision. A proposed ban on sponsorship of news and comments, for example, is definitely slated for the discard. The voluminous bill, titled *Communications Act Amendments, 1944* (text on page 22), would rewrite substantially all of the 1934 Act related to broadcast services.

Ratifies Past Policy

While the bill would clearly limit the FCC's future functions and range of authority, it nevertheless in substance ratifies practically all of the past FCC policy and regulatory pronouncements, including the network monopoly regulations, which are restated in the bill in revised form.

There were mixed reactions to the measure last week in broadcast and legal circles.

Curbstone opinions were that, from radio's standpoint, the bill is about 65% good, 15% neither good nor bad, and the balance definitely bad. Generally, however, it was felt that if reasonable amendments could be made, the legislation would be desirable and an improvement over the existing law. The bill is regarded simply as a start, since not only the Senate Committee but the House Interstate and Foreign Commerce Committee and the House must act before a measure can go to the White House. While no word has come from the White House, it was believed there would be no veto of any "reasonable" legislation, assuming a measure can be enacted at this session.

Sen. Wheeler announced the Committee would meet Thursday (June 1) to consider the bill. Previous meetings called for last Friday to take up "general provisions" and another for May 31 to iron out "controversial issues" were cancelled Friday morning because several members were away from Washington.

NAB Group to Meet

NAB President J. Harold Ryan announced that the association's Legislative Committee of which Don S. Elias, WWNC Asheville, is chairman, will meet in Washington today (May 29) to consider the bill on a paragraph-by-paragraph basis, and establish its position. While some of the provisions were disappointing, optimism was expressed that reasonable changes could be procured and that perhaps a vastly improved measure could be devised with hope of action at this session. Congress is expected to recess in mid-June until September, in view of the campaign year. If Senate action comes prior to the recess, it was thought House consideration could be completed before this Congress expires with the year's end.

That there will be concerted opposition to the bill from a number of aspects was apparent. It was thought, for example, that the Commission itself would oppose the "ripper" provision revamping that agency by cutting it down to a five-man organization divided into two separate divisions—one handling broadcast matters and the other common carriers. The chairmanship would be rotated annually, with appointments of the five Commissioners to be made anew by the President within 90 days following enactment of the bill. In addition to the rotating chairmanship, membership on the two divisions likewise would rotate, with no member serving more than two years on each division which, with the one-year chairmanship, would account for the five-year tenure.

FCC Chairman James Lawrence Fly vigorously protested the original White-Wheeler provisions which would establish the chairman as the "executive officer" of the Commission, contending it would make him a "glorified office boy". The redraft, however, would make the chairman an ex-officio member of each division but would not permit him to serve as chairman of a division along with the Commission chairmanship.

Text of the White-Wheeler bill starts on page 22.

Program Control

Chairman Wheeler, at a news conference last Tuesday, frankly confessed that his proposed ban on sponsorship of news as well as commentators and analysts had provoked considerable opposition in the executive session. He inferred that he would not fight to keep the ban on sponsorship of straight news, but that he would insist the restrictions on commentators be retained. Even that was doubted, however, since preponderant Committee opinion was against both bans as too drastic and an invasion of the rights of broadcasters.

Another provision that gives prospect of provoking controversy is the Declaration of Policy in which Congress would express its

(*Continued on page 62*)

How the White-Wheeler Bill Operates

Summary of Provisions Under Proposed Legislation

HIGHLIGHTS of amendments to the Communications Act of 1934, contained in the redraft of the White-Wheeler Bill (S-814) submitted to the Senate Interstate Commerce Committee May 23:

Abolishes present organization of FCC and creates Commission of five members (instead of seven) with a rotating chairmanship. Two separate autonomous divisions—one for broadcast matters and the other for common carriers—would be composed of two Commissioners each, with the chairman as ex-officio member on each division. The chairman would serve for one year and would be elected by fellow Commissioners. Membership on divisions likewise would be rotated, with not more than two years' service on each division.

Present Commission would serve until three members of the new Commission are named by the President, but in no event longer than 90 days after passage of the Act.

Power Limitation

Under an unusual Declaration of Policy, Congress would decree that access to broadcasting facilities should be afforded to representatives of various shades of opinion; that so far as possible public interest, religious, public education programs and discussion of controversial subjects shall be broadcast as sustaining service; stations should discourage too frequent or excessive use of commercial announcements and encourage sponsors to elevate the tone of commercial programs.

Limits the power of standard broadcast stations on clear channels to 50,000 w. Brings about duplication of clear channels by affording protection only to the extent of 750 miles.

Empowers the FCC to require stations to supply uniform financial reports for all classes of station operation, but prevents it from procuring from licensees detailed data as to business agreements or other information not directly related to license qualifications.

Bans multiple ownership of stations in the same area two years

(*Continued on page 61*)

KECA to Blue; Farnsworth Buys WGL

Other Station Transfers Pending; WLW Given 30 Days

ANOTHER million-dollar week was chalked up on station sales transactions brought about by the FCC's ban on multiple ownership in the same areas with the sale of KECA Los Angeles to the Blue Network for $800,000 and of WGL Fort Wayne to the Farnsworth Radio & Television Co. for approximately $235,000.

KECA's acquisition by the Blue, long under negotiation, was completed last Thursday in Los Angeles by Don E. Gilman, Blue West Coast vice-president, and Earle C. Anthony, owner of KFI and KECA. The Blue has sought a Los Angeles outlet virtually since Edward J. Noble purchased the network last year. It is understood there were several other bidders, but the Blue's final offer of $800,000 cash presumably was the best. The transaction culminates several months of negotiation, and at one point Mr. Anthony notified the FCC he was being "pressured" into the transaction by Blue.

Others Pending

The WGL sale separates the 250 w NBC outlet from WOW Fort Wayne, 10,000 w station operated by Westinghouse and affiliated with the Blue. Farnsworth, headed by Philo Farnsworth, the television inventor, and E. A. Nicholas, president, former president of RCA Victor Co., is headquartered in Fort Wayne and maintains extensive war plant radio and electronics operations there. The company is in the forefront of television production.

The WGL transaction is a sequel to the acquisition by Westinghouse of KEX Portland, Ore., from the *Oregonian* for $400,000 [BROADCASTING, May 22]. At the time this transaction was made, Walter C. Evans, Westinghouse vice-president in charge of radio operations, announced that WGL shortly would be disposed of.

Both of the new transactions, like the half-dozen consummated last week, are made subject to FCC approval. The FCC was conversant with both negotiations, it is understood, since Mr. Anthony and Westinghouse had petitioned the Commission for additional time in which to dispose of the stations under the duopoly regulations.

A number of other station sales are in negotiation, among them WSAI Cincinnati, KJR Seattle, WMPS Memphis, WORD Spartanburg, WCOP Boston, WJBK Detroit, and KALE Portland.

The Anthony transaction was consummated quickly, following action by the Commission a fortnight ago in denying the Anthony stations KFI and KECA an extension to Oct. 1 to dispose of KECA. Both station renewals were set down for hearing. The original Blue offer, it is understood, was $450,000 with allowances on its network contract amounting to approximately another $150,000, or approximately $600,000. The station, the FCC had been notified, had net earnings for 1944, before taxes, estimated at $230,000.

Among other bidders for the Blue Network regional outlet was the *Los Angeles News*, it is understood. The regional station operates on 790 kc with 5,000 w. The facilities were acquired some five years ago from Hearst Radio Inc. (KEHE) for $400,000, including studios, and the former frequency of KECA was relinquished.

In announcing the WGL sale, Westinghouse stated that operation and management of the station will continue under present direction until FCC approval. Owing to war restrictions on equipment and manpower, physical operation of WGL will continue on a mutual basis with WOWO until conditions permit setting up separate facilities.

Among pending transactions are projected sale of WJBK Detroit to United Automobile Workers, powerful CIO union, for a figure in the neighborhood of $700,000. The transaction has been under negotiation for several months [BROADCASTING, May 8]. Virtually all of the other negotiations now in progress crop from the Commission's duopoly order. Crosley Corp., which operates WLW and WSAI Cincinnati, last Tuesday was given only a 30-day extension of the license of WLW, to permit it to dispose of WSAI. A number of negotiations are understood to be in progress, but if no deal is consummated within the 30-day limit, it is expected the Commission will authorize another extension to avoid a direct forced sale.

Extensions Asked

Meanwhile eight more petitions in connection with the duopoly order have been filed with the Commission, six seeking extension beyond May 31, to permit "orderly disposition" of property, and two contending the rule does not apply.

Berks Broadcasting Co., licensee of WEEU Reading, and Reading Broadcasting Co., licensee of WRAW, owned by virtually the same interests, seek a six-months extension through George O. Sutton, Washington counsel.

Louis Wasmer Inc., licensee of KHQ Spokane, Wash., and Maj. Louis Wasmer, licensee of KGA Spokane, ask an extension "as may be reasonably necessary" for disposition of KGA. His active military service has handicapped him, Maj. Wasmer's petition said, in disposing of the station, although he has named three attorneys who are carrying on negotiations.

Renewal of the WMC Memphis license, which expires June 1, is sought in a petition filed by Segal, Smith & Hennessey for Memphis Broadcasting Co., licensee of WMPS and Memphis Publishing Co., licensee of WMC, both corporations owned by the same interests (Scripps-Howard). Indefinite extension is asked to permit sale of WMPS.

Extension to Aug. 1, 1944, is requested by KOIL Inc., licensee of KOIL, and KALE Inc., licensee of KALE Portland, Ore. Petition said KALE, which is to be sold, is being separated from KOIL and will be in its own offices and studios by July 1.

J. Frank Burke, 36% owner of Standard Broadcasting Co., licensee of KFVD Los Angeles, and 66⅔% owner of Pacific Coast Broadcasting Co., licensee of KPAS Pasadena, wants a 90-day extension to dispose of one of his stations.

A six-months extension is asked by KQV Broadcasting Co., licensee of KQV Pittsburgh, and Pittsburgh Radio Supply House, licensee of WJAS, to sell KQV. Petition sets out that because both stations use interrelated directional antenna, an engineering problem is posed in separation. Five groups are negotiating for KQV, petition of H. J. Brennen, major stockholder in both corporations, recited.

Joint petition filed by KGKO Broadcasting Co., licensee of KGKO Ft. Worth; the A. H. Belo Corp., licensee of WFAA Dallas, and Carter Publications, licensee of WBAP Ft. Worth, contends that Rule 3.35 is not applicable to those three stations inasmuch as WFAA operates half-time on 820 kc with 50 kw power and WBAP operates the other half-time on the same frequency and power, while KGKO, with 5 kw power on 570 kc is a fulltime station, operating half the time from Fort Worth and the other half from Dallas.

Ownership Division

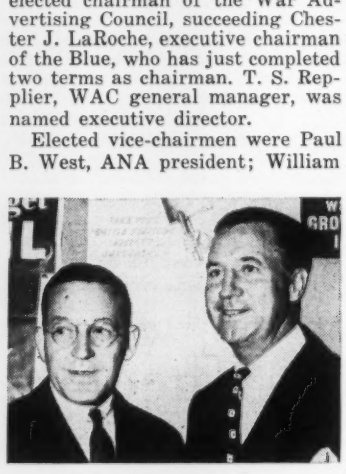
In effect, the three stations are as two, petition recites, with ownership in KGKO equally divided between Dallas and Ft. Worth interests. George S. Smith represents KGKO and Carter Publications. Philip G. Loucks is Washington counsel for the A. H. Belo Corp.

Sioux Falls (S. D.) Broadcast Assn., licensee of KSOO and KELO, also contends that the duopoly rule does not apply inasmuch as KSOO operates on limited time to local sunset on 1140 kc with 5 kw power, while KELO, on 1230 kc and 250 w power is a fulltime station. Regular renewal of the KSOO license, which expired March 31, is sought.

H. B. THOMAS NAMED CHAIRMAN OF WAC

HAROLD B. THOMAS, vice-president of Sterling Drug Inc., has been elected chairman of the War Advertising Council, succeeding Chester J. LaRoche, executive chairman of the Blue, who has just completed two terms as chairman. T. S. Repplier, WAC general manager, was named executive director.

Elected vice-chairmen were Paul B. West, ANA president; William



Thomas and LaRoche

Reydal, partner in Newell-Emmett Co.; Kerwin Fulton, president, Outdoor Advertising. Frederic H. Gamble, president of AAAA, was named secretary and treasurer.

Mr. Thomas was one of the founders of WAC and has worked closely with Government agencies in developing the Council's program to enlist the support of advertisers to essential war themes. In 1931 he was named vice-president in charge of advertising for Centaur Co. and later became president of the firm which is now a division of Sterling Drug. He served as chairman of the board of ANA in 1938 and headed the Advertising Research Foundation from 1942 to 1943. He lives in West Norwalk, Conn., with his wife and three children .

Gannon Joins B & B

CHARLES F. GANNON, former supervisor of all radio activity of Arthur Kudner Inc. and previous department head of Erwin, Wasey & Co. has been named manager of the radio department of Benton & Bowles, New York. Walter Craig continues as vice-president and radio director.

Universal Spot Schedule To Include 100 Markets

STATIONS in more than 100 key cities will be included in a long-term spot radio schedule now being set up by Universal Pictures Co., New York. Plan is in line with a mounting trend in the motion picture industry toward continuous rather than sporadic use of radio [BROADCASTING, May 22]. Most contracts will be on a 52-week basis and will include transcribed and live spot announcements; five, ten and 15-minute studio shows; platter programs and news broadcasts.

More than $100,000 has already been appropriated by the film company for radio promotion of "Follow the Boys," a new film. Plans are being made to use radio in Chicago, Detroit, Los Angeles, San Francisco, New York and Philadelphia. On May 22, for this film, Universal started a series of two five-minute twice-weekly news programs and daily one-minute transcribed spot announcements on WLW Cincinnati. Heavy spot radio promotion is also being planned now for "Christmas Holiday." Agency is J. Walter Thompson Co., New York.

WLB Will Act to Avert Pancake Strike

Attempt to Mediate Jurisdictional Row Fails

JURISDICTIONAL dispute between the National Assn. of Broadcast Engineers & Technicians and the American Federation of Musicians over the handling of musical recordings is expected to be certified to the National War Labor Board in time to prevent the threatened walkout of engineers from the owned and operated stations of NBC and Blue networks and from WOR New York on June 1.

Board to Act Soon

As BROADCASTING went to press Friday night, it developed that the dispute would probably be certified to the Board over the weekend and that action would be taken early this week to prevent the musicians from taking over turntable operations on June 1 at stations under the jurisdiction of NABET.

Certification of the case to WLB, it appeared, will not apply to operation of turntables at CBS stations, where members of the International Brotherhood of Electrical Workers have jurisdiction. It was understood, however, that the musicians will not move in at CBS until the NABET dispute is settled, as the IBEW does not want to penalize CBS by putting it to extra expense so long as the other networks are not also hiring musicians to handle records.

Meeting of a score of representatives of the two unions and the broadcasters, held last Wednesday in New York at the request of J. W. Fitzpatrick, conciliator of the U. S. Dept. of Labor, made it obvious that the dispute could not be settled through mediation, according to those in attendance. It was stated that NABET and the broadcasters offered to maintain the status quo until the jurisdictional question has been determined by the National Labor Relations Board, but that the AFM refused to go along with this proposal.

Up to Petrillo

Joseph A. Padway, AFM counsel, was quoted as saying, "We have a contract and we expect it to be lived up to." Mr. Padway did not say what the AFM would do if a WLB order is issued preventing the broadcasters from employing musicians as record handlers on June 1, as they have contracted with the AFM to do, it was reported. Union spokesmen queried on this point by BROADCASTING were also non-committal, pointing out that the WLB has not yet taken jurisdiction of the dispute and that in any case, the decision will come from the office of the AFM president, James C. Petrillo.

Mr. Fitzpatrick was expected to submit his report of the meeting to the Dept. of Labor headquarters in Washington by Saturday, so that if the department decides to certify the case to the WLB this can be done before June 1. Meanwhile, the NLRB is going ahead with its plans for polling the NABET membership to determine if it is still determined to strike against the stations if the musicians take over the platter-turning duties now performed by NABET members. NABET on May 10 filed with the NLRB a 30-day strike notice [BROADCASTING, May 15, 22]. NABET has charged the broadcasters with bad faith in contracting with the AFM for work now done by NABET members.

On Friday, NABET's president wired William H. Davis, WLB chairman, as follows: "Situation in NABET strike case is beyond my control due to statement made by Padway in conciliation meeting. If Board does not order case in status quo I am convinced technicians will walk out on June 1 instead of June 10".

With certification of the dispute to the WLB, the course of action will probably be somewhat as follows: WLB will issue order maintaining status quo until NRLB determines jurisdiction. NLRB will appoint field examiner to hold hearings and make report. This report may be appealed by any of the parties, following which the full NLRB will make its decision, from which there is no appeal.

At the Meeting

Broadcasters present at the meeting were: Joseph McDonald, assistant general counsel, John H. MacDonald, vice-president, and O. B. Hanson, vice-president and chief engineer, all of NBC; Robert D. Swezey, attorney, and George O. Milne, chief engineer, of the Blue; Theodore Streibert, general manager, J. R. Poppele, chief enginer, and Emanuel Dannett, attorney, of WOR.

NABET was represented by Allan T. Powley, president, George Riley, vice-president, and Thomas Dunn, attorney. Representing AFM, in addition to Mr. Padway, were Henry A. Friedman, Harry Steeper, David Katz, Charles Meedman, Joseph R. Brodsky, William Feinberg and Bernard Davis.

Appearing for the NLRB were Maxwell Feller, assistant director, field division; and H. J. Lahne, field examiner.

Meanwhile opposition to the agreement spread among members of the International Brotherhood of Electrical Workers whose jurisdiction would be immediately affected at CBS owned stations and at various independent stations if the Petrillo plan to take over turntable operations at all stations materializes.

As BROADCASTING went to press, IBEW locals representing the following stations had served notice they will resist the Petrillo invasion or had threatened to strike in the event the musicians attempted to move in on June 1: KFRC KJBS KSAN KSFO KYA San Francisco; KLS KLX KROW Oakland; KROY KFBK Sacramento; KGDM KWG Stockton, Cal.; KVCV Redding, Cal.; KPRO Riverside, Cal.; KOH Reno, Nev.; KNX Hollywood, Cal.; WXYZ WWJ Detroit; WBCM Bay City, Mich.; WSPD Toledo; WMFG Hibbing, Minn.; WKLB Virginia, Minn.; WBT Charlotte, N. C.; WDNC Durham, N. C.; WAIR WSJS Winston-Salem, N. C.; WLAP Lexington, Ky.; WCKY WCPO WKRC WLW WSAI Cincinnati; WTOP WINX WWDC Washington, D. C.; WEEI WHDH WMEX WNAC WORL Boston; WESX Salem, Mass.; WGAN WCSH Portland, Me.; WRDO Augusta, Me.

Other Protests

In addition, IBEW protests have been made at stations in Omaha, San Diego, Cal.; Duluth, Minn.; Bangor, Me.; and several other outlets in New England.

Details of an agreement between Mr. Petrillo and Ed. Brown, IBEW president, defining the respective jurisdiction assigned to each union with respect to turntable operation, were revealed at an open meeting Friday evening, May 19, in New York, at which several NABET and American Communications Assn. members were present.

IBEW members learned for the first time at this meeting the extent to which the agreement affects their employment. They learned from their president that AFM would be given jurisdiction at all network owned stations over the actual playing of the records, including starting and regulating of tone volume, while IBEW would be assigned control over maintenance of equipment connected with playing of the records.

Mr. Brown assured the engineers that the musicians are not going into the control rooms or otherwise encroach on the jurisdiction of the IBEW. He stressed the fact that to maintain its jurisdiction in television the IBEW ought to overcome the present situation with engineers split between IBEW ACA and NABET, and that in this fiight they will need the help of the artists and musicians who are also affiliated with the AFL. He said that as far as NABET is concerned a deal can be worked out on an exchange of card basis but he stated that if NABET strikes the IBEW will not help them and might even help the employers.

The constitution of the IBEW empowers Mr. Brown to make any agreement such as the one with the

(*Continued on Page 66*)

INTRICACIES OF PANCAKE TURNING were demonstrated by Lucille Whittal, secretary to Ralph L. Atlass, president of WJJD Chicago, to members of the War Labor Board Regional Panel meeting at Chicago's Hotel Morrison May 18 to consider James Caesar Petrillo's "make-work" strike at the station. Miss Whittal and other feminine office aides took over the pancake-turning functions of WJJD's musicians when they walked out April 13. Showing "amazement" at "difficult" operation involving record playing are (l to r): Panelers Carl Bauman, vice-president and chairman of the board, Chicago Local 10, American Federation of Musicians; John Heil, Grain Processors Union (AFL), representing labor; Arthur O. Lampland, St. Paul, representing industry; John Kyle, Whitewater, Wis., attorney who served as Panel chairman.

OWI Branches Finish Plans To Assist Stations on D-Day

Field Commanders Instructed by Army to Give Correspondents Aid in Covering Invasion

PREPARATIONS to handle "the greatest news story ever told" and in guiding broadcasters in scheduling Government messages on D-Day were announced last week through several branches of the OWI.

Elmer Davis, director of the agency, in calling upon all media "to retain as much operating normalcy as is possible" on the day of the invasion, reported that complete facilities have been set up by the American and Allied governments for coverage "through all news channels of communication" of D-Day developments.

"It is certain," he said, "that these channels will be continuously filled with complete and intensive invasion information."

'Deadly Serious'

Terming the approaching military operation "a deadly serious business the outcome of which will alter the destiny of the world", Mr. Davis asked that there be no exploitation of D-Day and that the occasion not be made into a "reason why" for home front measures. "The news of the invasion," he said, "will speak for itself".

Plans for Government assistance to press and radio in covering the invasion story were detailed by George W. Healy Jr., Domestic Director. He announced that OWI and Army and Navy public relations offices will be on a 24-hour schedule to furnish correspondents with geographical, chronological and biographical data to supplement news from the military theatre.

Concurrently the War Dept. announced that Brig. Gen. John Magruder, who served in the Far East under Lt. Gen. Joseph W. Stilwell, has been shifted from the Office of Strategic Services to temporary duty in the Bureau of Public Relations to assist with press and radio coverage of the invasion.

Instructions to Army field commanders to give their full cooperation to correspondents in covering the forthcoming operations were also dispatched from headquarters of the European Theatre of Operations. A booklet sent to commanders pointed to the importance of assisting reporters in sending home accurate news of the fighting.

The war correspondent, the commanders were instructed, is our best counterweapon to the German propaganda machine. "If he is insured a constant, speedy and complete flow of news to the United States, to neutral countries and to our Allies, our newspapers and our radios thus will be able to use our own truthful information to counteract that from the enemy."

To guide advertisers who wish to substitute OWI war information messages for commercial announcements on D-Day, the Domestic Radio Bureau prepared a special invasion day allocations chart which it sent to sponsors, agencies, networks and stations. The chart contains a schedule of war messages which can be broadcast during any period of the day, any day of the week, over any network or independent station and serves the double purpose of suggesting suitable subjects and avoiding indiscriminate broadcasting of any single them.

In a letter accompanying the chart, George P. Ludlam, chief of the Bureau, expressed the hope that all radio programs "continue to observe unbroken cooperation with the several Radio Bureau operating plans, particularly, the Network Allocation Plan and the Special Assignment Plan".

Cancelling Commercials

Revealing that some advertisers have offered to cancel their commercials and substitute OWI messages on D-Day, Mr. Ludlam stated that the Bureau "can obviously do no more than take a neutral position" on such a proposal. "The Government war information program has much to gain from such a substitution—but at the same time has something to lose.

"For millions of American parents and families, the crisis period of the invasion will be a time of grave anxiety. They will—and properly—resent any radio message which can be interpreted as exploiting the military situation, no matter how patriotic or worthwhile the subject treated. This possibility can be eliminated only if radio program originators bear strongly in mind that the mood of the American people during the period of crisis will call for the most painstakingly careful and intelligent approach."

Mr. Ludlam emphasized that the invasion chart represents nothing more than a suggestion and does not supercede the regular OWI allocation schedule. He urged broadcasters having allocations scheduled during the invasion period to adhere to that allocation and to use the chart if they wish to do more. Fact sheets on 10 different messages charted for D-Day were sent with the schedules.

BBC Names Salt

JOHN SALT, deputy director of BBC's New York headquarters since 1942, has been named North American Director of the BBC, succeeding Lindsay Wellington, who returns to London to assist in the central direction of BBC operations after nearly three years as North American chief.

LONDON, WASHINGTON PLANS

PLANS for covering press and radio on news of the invasion from the military theatre in London and from Washington were explained last week by the Office of War Information as follows:

To keep the press and radio informed on the plans for invasion coverage, current plans call for the providing of news by Supreme Headquarters Allied Expeditionary Forces (SHAEF) on a 24-hour basis. The information room of SHAEF will be open day and night. In addition to the two regular daily communiques, there will be a briefing of correspondents at 5:30 P.M., London time (11:30 A.M., EWT) which should furnish material for new leads. Special communiques or bulletins will be issued whenever the news warrants it, and additional information will continuously be available throughout the night and early morning hours.

Working in close cooperation, representatives of the armed forces and of OWI are perfecting arrangements to give American correspondents the news as fast as possible. George H. Lyon, special London representative of OWI, reports that original plans provided for only one communique daily. This was set for 11 A.M., London time (5 A.M., EWT) for military operational reasons. To meet the needs of newspapers publishing at different hours, a second communique was later decided on, but it proved impossible to find an hour satisfactory to all. After discussion with military authorities by representatives of American, British, Canadian and British Empire newspapers, the compromise hour of 11:30 P.M., London time (5:30 P.M., EWT) was then adopted. British newspapers wanted an earlier hour, American newspapers a later one.

Under plans adopted by SHAEF, correspondents' dispatches will be released as soon as cleared by the censor and should be moved to America at once, without waiting for the issuance of the communiques. This procedure, it is believed in London, will make the regular communiques relatively less important than in previous operations, since news will be transmitted whenever it occurs and it is believed that facilities will be available to move dispatches to the American press in a continuous flow.

Washington Schedule

OWI will be on a 24-hour schedule to provide whatever assistance it can to press and radio. The general news bureau of OWI and foreign news bureau of the Domestic Branch will be prepared to assist correspondents.

General calls to OWI on Washington aspects of the invasion or activities of the Overseas Branch should be addressed to Republic 7500, Extension 76883.

Calls to the Navy should be addressed to Republic 7400 using the following extensions: Press Section 2291-6, Radio Section 5155, Photographic Section 4134, Reference Section 4646, Review Section 62135, Aviation Section 4125.

The Army numbers are Republic 6700, Extensions: Press Branch 74010, 4860, 3770, 74011; Review Branch 73820.

Calls to OWI with respect to the press pool from overseas, or about American correspondents or foreign broadcasts, or other information from overseas should be addressed to Republic 7500, Extentions 71251, 71537 or 71501.

Gear Commercials To Invasion Break

Many Agencies to Omit Gags, Substitute War Messages

IMMINENCE of the invasion has caused many radio advertisers and agencies to reshape commercials to fit in with news flashes on D-Day and the period immediately following. Not to be caught off guard as many agencies were after Pearl Harbor, plans have been made by the leading advertisers and agencies to keep commercials in the spirit of the invasion by changing themes and styles, substituting government messages prepared by the Office of War Information, or by dropping commercials completely and filling time in with news bulletins.

May Omit Gags

Procter & Gamble's *Abie's Irish Rose*, heard on NBC, ordinarily opens program with a laugh. H. W. Kastor & Sons, agency, has made preparations to omit the laugh, should invasion news break. They are also prepared to replace middle commercials with news flashes.

The CBS Camel Cigarette show, *Jimmy Durante & Garry Moore*, will drop all humorous commercials and fill in with music or appropriate war messages. William Esty & Co., agency for the comedy show, has made preparations to drop commercials altogether should invasion news be of a serious nature.

For daytime serials, Compton Adv. agency will modify commercials and in some cases use OWI messages. The Texas CBS *Fred Allen* program handled by Buchanan & Co., will not change comcials to a great extent, as the gasoline shortage and conservation is already plugged on all broadcasts.

Frost for Swallow

LEWIS S. FROST has been named NBC western division program manager, combining this position with his present post of assistant to the vice-president, it was announced May 24 by Sidney N. Strotz, vice-president. Assuming his added duties as program manager on June 1, Mr. Frost succeeds John W. Swallow who resigned to enter the freelance radio production field.

Mr. Frost

McNamara Named

WITH resignation of John I. Edwards as program director of KFI-KECA Los Angeles, effective July 1, Don C. McNamara, production manager, has been appointed to that post, according to William B. Ryan, general manager. Harold Carlock has been named publicity director replacing Matt Barr who recently transferred to KFI-KECA sales department. Carlock has been assistant publicity director.

Look at all Three in Radio too!

POWER alone is no basis for buying radio time. What good are a lot of people if they don't listen?

POPULARITY alone is no basis. Suppose it costs you 5 times as much to get twice as many listeners?

COST alone is no yardstick either. If nobody listens it's a waste of money.

Intelligent advertisers look at ALL THREE.

We've got the facts for Baltimore on all three of these vital factors. They prove that W-I-T-H delivers more listeners-per-dollar-spent!

W-I-T-H

THE PEOPLE'S VOICE IN BALTIMORE

ON THE AIR 24 HOURS A DAY—7 DAYS A WEEK

TOM TINSLEY, President

Represented Nationally by Headley-Reed

CBS Enlarges Plan For Future Video

Applies for 1 kw Transmitter To Operate Above 400 mc

PLANS to make "practical field tests at the earliest possible moment of a television broadcasting service on the higher frequencies" were disclosed last week by CBS in a statement reporting that the network has ordered from the General Electric Co. a 1 kw video transmitter to operate experimentally on frequencies above the 400 mc level, seven or eight times as high as the present CBS sight-and-sound station, WCBW, which operates on Channel 2, 60-66 mc.

Order follows one placed with GE by CBS for a 40 kw transmitter to operate on the present standards for commercial television [BROADCASTING, May 8]. CBS expressed the hope that both transmitters can be installed simultaneously in the Chrysler Tower, New York, from which WCBW now operates, but GE doubts the possibility of this, due to the experimental work and techniques involved.

Order for the experimental transmitter is subject, CBS explained, to its obtaining an experimental license from the FCC to operate on this frequency, and also to an agreement with GE on specifications and cost. In accepting the order, Dr. W. R. G. Baker, GE vice-president, explained that his company is currently "engaged 100% in war work", adding that present restrictions on materials and manpower would preclude immediate work on the transmitter. He also pointed out that development work would have to wait "until such time as certain tools and techniques now restricted by the military services are declassified". The term "declassified" refers to lifting military secrecy about wartime electronic developments.

Apply to WPB

New transmitter is intended to broadcast "high-fidelity television pictures" containing about twice as many picture elements as called for by present standards, CBS said, adding that it should also be able to transmit high-fidelity pictures in full color. Paul W. Kesten, executive vice-president, pointed out the CBS proposal to broadcast both the present and the improved pictures simultaneously.

"It is our hope," he said, "to demonstrate so clearly the advantages of finer television images that we will accelerate their general adoption in FCC standards and in set manufacture. We are willing to assume the expense of double transmission if we can thereby save broadcasters in general from the burden of the greatly increased cost of such double operation. More important still, we hope thereby to save the public from any large investment in sets which might become obsolete overnight."

SMOOTH SELLING might have been reciprocal wish of this handshaking pair when George L. Moskovics (left), former sales manager of Columbia Pacific Network, welcomed Charles E. Morin, eastern representative for KNX, with whom he exchanged network duties in mid-May. Hollywood farewell luncheon honoring Mr. Moskovics was staged by Los Angeles agency and network executives just prior to his departure to assume New York post. Job-exchangers and well-wishers are (l to r): Jefferson K. Wood, account executive of Western Adv. Agency; Mr. Moskovics; Donald W. Thornburgh, CBS West Coast vice-president; Harry W. Witt, Thornburgh aide; Mr. Morin and J. Arch Morton, KNX sales manager.

RTPB Television Panel Half-Through Data Study, Smith Tells Club Meet

TELEVISION Panel of the Radio Technical Planning Board is now about half-way through its task of collecting facts about television equipment and techniques and drawing up recommendations based on those data to guide the FCC in establishing post-war standards and allocations for this service, David Smith, chairman of the panel and research director of Philco Corp., told the second meeting of the Television Seminar of the Radio Executives Club, held last Thursday in the RCA Bldg., New York.

Mr. Smith outlined the principal objectives of his panel as: To incorporate into television improvements arising from wartime research, which he said does not necessarily mean changing present standards; to ask the FCC to provide for new television services, such as networks, not covered by present standards; to be sure, in recommending standards for the immediate future, that room is left for improvements still to come.

He predicted that the panel would complete its task at just about the time that materials and manpower are made available to manufacturers for the construction of television transmitting and receiving equipment.

Dr. C. B. Jolliffe, chief engineer, RCA, and chairman of the RTPB Panel and Allocations, described the work of his panel in combining the recommendations of the television and other "service" panels, which are certain to overlap and conflict, into a unified plan for the complete radio spectrum which can be presented to the FCC as representing the combined technical opinion of the entire radio industry. He stressed that the RTPB is concerned solely with engineering facts and not with the social or commercial application of those facts.

Allen B. Du Mont, head of Du Mont Labs. and president of the Television Broadcasters Assn., and Ralph Beal, RCA director of research, will discuss "How Good is the Television Picture Today and How Good Will It Be in One, Two and Five Years" at the next seminar session, June 1.

Esso's 300,000th

NEARLY EIGHT years old, the *Esso Reporter* broadcast on May 28 was heard for the 300,000th time. Sponsored by the Standard Oil Co. of N.J., *Esso Reporter* newscast is being heard 48,000 times a year as a "live" broadcast. The five-minute, four times daily program started in October 1935 on eight stations; it now is carried on 38 stations in 18 eastern and southern states.

WGR Promotion Heralds Station's Joining Blue

TO PROMOTE its new affiliation with the Blue Network June 1, WGR Buffalo has planned and put into operation one of the most effective campaigns to acquaint its listeners with its new association.

Some of the media used to acquaint both listeners and agencies include full page ads in trade journals, local papers and principal papers of the coverage territory, including Canada, outdoor billboard ads, bumper strips on Buffalo taxis, street car and bus cards and varied window displays. In addition, 30 and 40 foot banners will be placed across principal street intersections.

Seeds Names Two

ANNUAL MEETING of the stockholders and directors of Russel M. Seeds Co., Chicago, was held May 20 to elect George Bayard, former vice-president, an executive vice-president and director and E. G. Bentley, formerly with the Brown & Williamson Tobacco Premium Department, a vice-president.

Chamberlain Urges Open Video Policy

GE Transmitter Sales Head Favors Progress by Steps

SUGGESTION that the Radio Technical Planning Board adopt a flexible policy toward post-war television standards, permitting revision as information of military developments is passed on to the television industry, was made last week by Paul L. Chamberlain, sales manager of General Electric's transmitter division.

Declaring that "post-war television need not be handicapped by 'freezing' the present standards nor need it be delayed by the search for the theoretical ultimate in equipment," Mr. Chamberlain proposed that the RTPB adopt the same step-by-step method that many business concerns are using in their post-war planning, taking today's known facts as a basis, but leaving conclusions open for revision as new developments, now military secrets, become available between now and the resumption of normal business.

Goodall Series

GOODALL Co., Cincinnati (Palmbeach Clothes), will begin sponsorship June 1 of a series of chain breaks on 101 stations for four weeks. Agency is Ruthrauff & Ryan, Chicago. The stations are:

WAPO WDOD WBBM WENR WGN WCKY WLW WKRC WGAR WHK WJW WCAU KYW WFIL WIP WFBR WCAO WCBM WBAL WNAC WHDH WEEI WBZ WCHS WGKV WBT WAYS WSOC KOIL WOW WCAE WJAS KDKA WPTF WRAL WRNL WMBG WRVA WRR WWL WHO KRNT WXYZ WJR CKLW WAGA WSB WGST WTMA WCSC WAPI WBRC WSGN WDSU WNOE WSMB WSAV WTOC WREC WMC WMPS WHBQ WSM WLAC WSIX WOR WJZ WHN KOMA KOCY WKY WKW KMOX KXOK KSD WKY KTUL KVOO WTOP WMAL WOL WIRE WISH WIBC KMBC KOMO WHB WNOX WROL WHAS WAVE KTRH KPRC KXYZ WPDQ WMBR WJAX WQAM WIOD WDAE KRLD.

Wagstaff Heads KIDO

WALTER E. WAGSTAFF, veteran commercial manager of KDYL Salt Lake City, on June 1 becomes manager of KIDO Boise, Ida., according to an announcement last week by Mrs. Georgia Phillips, owner and executive head. Mrs. Phillips, who has acted as manager of the station for several years, will confine herself to supervisory duties. No announcement has been made of Mr. Wagstaff's successor at KDYL. KIDO, a regional station, is an NBC outlet and is represented by John Blair & Co.

Texas-Blue Tieup

EIGHT Texas stations (KBRC Abilene, KGKL San Angelo, KBST Big Spring, KPLT Paris, KFRO Longview, KCMC Texarkana, KRLH Midland, KFYO Lubbock) will join the Blue network June 1 as supplementary stations to the Southwestern Groups, bringing the total number of Blue affiliates to 191. All stations are also members of the Texas State Network and all except KFYO are MBS affiliates.

EFFECTIVE JUNE 1, 1944

Roche, Williams & Cunnyngham, Inc.

Advertising

NEW YORK · CHICAGO · PHILADELPHIA

announces a change of name to

Roche, Williams & Cleary, Inc.

and the removal of its Chicago offices to the

Field Building

135 South La Salle Street

Twenty-second floor

Telephone Randolph 9760

Morse Invention Hailed as Foundation Of Radio and Other Communications

MORSE'S invention of the telegraph and his sending of the first telegram from Washington to Baltimore 100 years ago were hailed as the foundation from which grew modern communications, electronics and the present-day wonders of broadcasting, television and FM, in addresses by Government officials, from President Roosevelt down, commemorating the Centennial of the telegraph last Wednesday.

Radio helped to commemorate the historic event. CBS broadcast re-enactment of Morse's first message on May 24, 1844, with the Joint Congressional Centennial Committee, of which Sen. Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, was chairman and Rep. A. L. Bulwinkle (D-N. C.), vice-chairman, conducting exercises in the Capitol rotunda and the old Supreme Courtroom, from which the original Morse message was transmitted. When two plaques in tribute to Samuel F. B. Morse were unveiled, NBC carried the ceremonies.

Tapped by Sarnoff

From London Col. David Sarnoff, president of RCA and chairman of the board of NBC, now on active duty with Gen. Eisenhower's headquarters, gave a brief tribute to the Morse invention over NBC and tapped out, on a telegraph key, the immortal Morse message: "What Hath God Wrought!"

FCC Chairman James Lawrence Fly delivered an address Tuesday night over CBS, in which he brought out that radio broadcasting grew out of the Morse invention of the "electro-magnetic telegraph."

Sen. Wheeler, in an address at the Capitol, gave a graphic picture of the future "electronic fairyland." He warned, however, that post-war communications and radio should be prepared with sound Governmental "policies which will encourage the maximum of development by private enterprise, but without permitting such new developments as television and facsimile to become the private monopoly of either a few individuals in a nation or of any particular country."

At a dinner Wednesday at the Statler Hotel, Washington, which was staged by the Communications Industry Centennial Committee, Secretary of Commerce Jesse Jones; Maj. Gen. Harry C. Ingles, Chief Signal Officer of the Army; Rear Adm. Joseph R. Redman, Director of Naval Communications; and Chairman Fly were the speakers, with President R. B. White of the Baltimore & Ohio representing the railroad industry, which, he declared, grew side by side with the telegraph.

Gen. Ingles gave a historical review of the development of communications by the American Army since the Civil War. The Chief Signal Officer related that radio got its birth in World War I and said: "Our answer to the challenge of warfare that is really mobile is a turn from wire communication to radio."

Declaring that without radio communication the Navy would not be able to engage in the present high tempo of the war and that the war's early conclusion would be impossible, Adm. Redman stated that the Navy has to rely on the fundamental Morse code because its slower transmission means that radio silence need not be broken for repeat or verification messages.

AMA Group Meets

SALES trends within city of Syracuse and the surrounding areas were discussed by R. Stewart Boyd, merchandising manager of WSYR Syracuse, at a meeting of the Sales Promotion Group of the American Marketing Assn. which met in New York May 23. Mr. Boyd charted changes in buying habits on national and local brands as revealed by a WSYR personal interview survey. Mr. Boyd also described the merchandising methods of the station in working with national advertisers, point of purchase tie-ups, meetings held at the station with the advertisers' dealers, wholesalers, and local sales forces.

KSJB Joins CBS

KSJB Jamestown, N. D., on May 26 became affiliated with CBS as a special supplementary station, bringing the total number of CBS stations to 143. Station is operated by Jamestown Broadcasting Inc., with 250 w on 1,400 kc.

STUARTS NAME GRAY KOIL-KFOR MANAGER

APPOINTMENT of Gordon Gray as manager of KOIL Omaha and KFOR Lincoln, was announced last week by Charles Stuart, who with his brother, Capt. James Stuart of the Army, last month acquired both stations from the Sidles Co. and the *Lincoln Journal* and *Star* [BROADCASTING, April 24]. Mr. Gray will assume his new post on June 15 and with headquarters at KOIL.

Mr. Gray

Born in Albert Lea, Minn., Nov. 16, 1905, Mr. Gray attended Pillsbury Academy, Owatonna, Minn., and the University of Missouri. Joining the *Kansas City Star* following his college training, Mr. Gray subsequently went to Powers & Stone Inc., publishers representatives, as Eastern manager. In 1931 he joined The Katz Agency Inc., New York, and in 1937 was transferred to the Kansas City office as manager. Mr. Gray is married and has three children.

Birth Broadcast

STORY of human birth has now been broadcast — from the first trip to the doctor to the baby's birth. Parents of the idea were the U. of Chicago and the Encyclopedia Britannica, *The Human Adventure* was delivered by Mutual, WGN Chicago assisting, on Thursday, May 4, 7:30-8 p.m. Parents and idea are receiving the congratulations of over 1,000 listeners, only a few criticizing the frank handling of the subject.

GULFSTREAM ISAAC WALTONS gather around their catch, the result of a fishing trip during a Miami meeting of Fort Industry Co. executives. Fishermen are (l to r): Harry Steensen, comptroller, Fort Industry Co.; Steve Vetter, managing director, WFTL Fort Lauderdale, Fla.; L. A. (Butch) Pixley, general manager, Fort Industry Co.; George Smith, managing director, WWVA Wheeling, W. Va.; Lt. Comdr. George B. Storer, president. Crew members stand in the rear.

Rev. Francis A. Cavey S. J.

REV. FRANCIS A. CAVEY S.J., treasurer and member of the board of Loyola U., which operates WWL New Orleans, died May 21 in New Orleans of a heart ailment. He was the University's faculty director of WWL, CBS 50,000 w outlet, and had held the radio directorship for nearly a decade.

Father Cavey, who was well-known in radio circles, was born at Granite, Md., in 1886. He received his early education there, at Woodstock, Md., and Loyola High School, Baltimore. He entered the Society of Jesus in 1901. Father Cavey is survived by his stepmother, Mrs. Mary F. Cavey, Baltimore; a brother, Emslie Cavey, Baltimore; a half-brother, Harry Cavey, Delair, N. J., and three half-sisters, Miss Katherine Cavey and Mrs. Joseph Stetler, Baltimore, and Mrs. Charles Hartan, Allentown, Pa.

SCHENLEY PROGRAM TELLS OF PENICILLIN

SCHENLEY DISTILLERS' new half-hour institutional series starting June 6 on CBS will feature dramatizations of war experiences of doctors in the armed forces for the first 25 minutes [BROADCASTING, May 22]. Program is tentatively entitled *Penicillin*, with commercials highlighting Schenley's production of the drug. Raymond Massey will be narrator. For the remaining five minutes, outstanding civilian physicians, as well as those in the service will be guest-stars on the program. Morris Fishbein, editor of the *Journal of the American Medical Assn.* is scheduled to make the initial broadcast in this period.

The AMA is cooperating in the preparation of the scripts. The Army Air Corps in Washington is supplying most of the material.

Schenley's new program will be heard Tuesday, 9:30-10 p.m. on CBS, replacing *Cresta Blanca Carnival*, which goes off the air for a 13-week summer hiatus after May 30. Biow Co., New York, handles the new program. BBDO New York is now agency for Cresta Blanca Wine.

Gillette Resumes Fights

GILLETTE SAFETY Razor Corp., Boston, on May 26 resumed sponsorship on MBS of boxing bouts from Madison Square Garden, with broadcast of the Joe Baksi-Le Savold match from 10 p.m. to completion. Firm will sponsor the fight broadcasts every Friday night hereafter. Series was interrupted by occupancy of the Garden by Ringling Bros. Circus. Agency is Maxon Inc., Detroit.

Meat Series

ILLINOIS MEAT Co., Chicago, will sponsor beginning June 5 for 52 weeks, Monday through Friday, a quarter-hour program titled *Broadcast Rhymsters*, featuring Eddie and Fannie Cavanaugh, on WGN Chicago. The program marks the 22d year in radio for the Cavanaugh team. Contract was placed by Arthur Meyerhoff Agency, Chicago.

THE ONLY SINGLE MEDIUM *Completely*

COVERING THE INLAND EMPIRE

KHQ

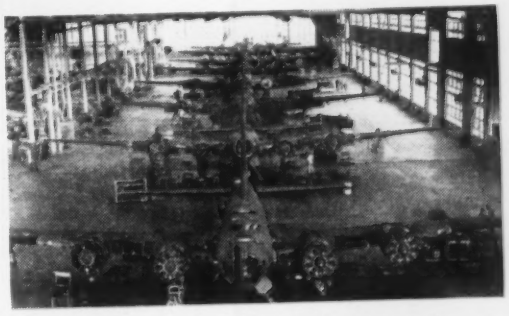
5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, INC.

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.



Bombers awaiting repair at the Spokane Army Air Depot, one of the permanent installations making the Inland Empire the choice of Today's Markets. Retail Sales during the first 7 months of 1943 showed a 42% increase. You are assured of *your* percentage of increase in sales when you use the station that *completely* covers this rich market. (Official Photo U. S. Army Air Forces).

Networks and Treasury Prepare Plans For Radio Promotion of Bond Campaign

PROMOTION plans for the forthcoming $16,000,000,000 Fifth War Loan Drive, scheduled June 12 through July 8, were being completed last week by the Treasury War Finance Division which has announced certain proposed special radio programs and preparation of a transcribed *Four for the Fifth* half-hour dramatic series. This series will feature top radio-movie talent and already has been requested by more than 750 stations. Authors on the special series are Arch Oboler, freelance, and Bill Robson, CBS writer.

Network plans for Fifth Loan participation were discussed May 19 at a meeting in Washington of Treasury officials and representatives of the four major networks. Network Bond Days, tentatively set at the meeting, have been approved and are: NBC, June 14; MBS, June 17; CBS, June 20; Blue, June 24. Bond Day for independent outlets has been set for June 22.

Welles to Produce

Treasury announced that the kick-off program, featuring Secretary Morgenthau and to be produced by Orson Welles, will originate from Texarkana on the evening of June 12. A Flag Day bond rally broadcast from Hollywood Bowl will be aired June 14 and a special broadcast for June 19 is planned for Chicago. Secretary Morgenthau is also scheduled for the latter broadcasts. Facilities, time and talent for the programs as yet are undecided.

To portray the true nature of the enemy and his outlook in comparison with ours, the *Four for the Fifth* series consists of four separate programs, one for each week of the Drive. Mr. Oboler will produce the first and the third programs—*Surrender*, and *I Want To Go Back;* and Mr. Robson will produce the second and the last programs—*High Command*, a documentary feature, and *E-Day*. Top talent is being arranged for the series.

NBC has announced plans for its Bond Day, proposing all day promotion including a special hour-and-a-half evening show featuring name NBC personalities; remote pickups throughout the day from national shrines such as the Capitol Building in Washington, Statue of Liberty, Plymouth Rock and Gettysburg Battlefield; a 12:30-2 a.m. broadcast from the Lambs Club, New York, and a full-hour all-star show from Hollywood from 2-3 a.m. to wind-up the 21 hour day.

An hour long *Bonds Away* program will be featured by the Blue network on its Bond Day June 24. Pickups will be featured from Valley Forge, London, Pearl Harbor and Hollywood, where radio and movie stars will be presented in a dramatic sketch. Music for the broadcast will include Army and Navy bands. Ira Marion and Martin Andrews will write and produce all Blue special Fifth Loan programs, which in addition include opening day special events, an every Friday dramatic quarter-hour show and a half-hour broadcast on the last day of the campaign. Other networks have not as yet announced their plans for the Drive.

Special Treasury announcements for the Fifth Loan are being handled by the OWI through its various assignment plans (see current OWI packet stories, this issue on page 58) and the regular Treasury quarter-hour and five-minute transcribed features, *Treasury Salute* and *Treasury Song for Today*, are available to stations upon request. WFD has prepared 48 *Songs for Today* and 24 *Salutes* for use during the Fifth Loan. The first 12 *Salutes* honor past national figures, the second 12 pay tribute to present war heroes. Shipments have begun on the early portions of both the five-minute and quarter-hour discs, which are available for local sponsorship.

The NAB has prepared a two-color loose-leaf promotion kit under the supervision of Lewis H. Avery, director of broadcast advertising, for use by station sales staffs to obtain sponsorship for the Treasury material. Kit contains a letter by Ted R. Gamble, WFD national director, and is being sent to all stations.

Mr. Gamble also last week addressed a letter to all media requesting that sponsorship of any Treasury material-newspaper or magazine ads and other promotion as well as radio spots and programs not be sold to any political parties, candidates or committees, in order that the non-partisan nature of the Fifth Loan would be maintained.

PLUG DISSECTED
Continuity Writer Displays Musts in Commercials

THE ANATOMY of a plug was amply described and illustrated by Dick Anderson, continuity writer for KSL Salt Lake City, when he set-up a display on the board in the station continuity room composed of the three essential musts in a commercial plug—the hook, the body and the clinch.

The first, or the hook, was described as the opening line which must include verbage of a clever,

sage, sparkling, daring, chatty and newsy nature. This included an example from KSL program copy. The second, or the body, the display says is where you sell your product by being direct and honest, but in an interesting and friendly manner in the fewest possible words.

Finally after having caught their ear and having made them want it you must use the clinch in which you inform them simply how they can get what you are trying to sell and stimulate action.

Boots Pending

CONTINUATION of Boots Aircraft Nut Corp.'s Mutual program, *Wide Horizons*, was still uncertain late last week, pending word from Washington as to whether budget for the radio series would be considered a legitimate expense, deductible from Federal taxes. Government officials may consider program of sufficient value to the aircraft industry to warrant the allowance. Series completed a 13-week run May 28, and has been extended for an additional broadcast to June 4. Agency is Cecil & Presbey, New York.

Canada Authorizes New Radio Outlets

Power Increase Also Noted In Testimony by Frigon

FIRST OFFICIAL inkling that a number of applications for local private stations and a new CBC station had been made and approved by the Canadian Broadcasting Corp. was contained in recent evidence of Dr. Augustin Frigon, CBC acting general manager, at the Parliamentary Committee on Broadcasting at Ottawa. The list includes 250 w stations at Sorel, Que.; Edmunston, N. B.; New Westminster, B. C.; Port Arthur, Ont.; Port Alberni, B. C.; a 100 w station for Halifax; a 1 kw station for Sarnia, Ont.

In addition to this listing Dr. Frigon had mentioned at various times that four 1 kw French language station applications had been before the CBC, but what action had been taken was not disclosed. These were for stations at Edmonton, Prince Albert, Gravelbourg and St. Boniface, all in western Canada.

Local Boosts

Dr. Frigon also announced a number of power increases which had been made to local stations, but had not yet been put into use due to shortage of material. These were increases from 100 to 250 w for CHWK Chilliwack, B. C.; CKVD Val d'Or, Que.; CHLN Three Rivers, Que.; CKCV Quebec; from 50 to 250 w for CJCS Stratford, Ont.; from local power to 1 kw for CFOS Owen Sound, Ont.; CFCH North Bay, Ont.; CHGB Ste. Anne de la Pocatiere, Que.; CFGP Grande Prairie, Alta.; CHLT Sherbrooke, Que.; CKCW Moncton, N. B.; CKPC Brantford, Ont.; and CHPS Parry Sound, Ont. An increase from 500 watts to 1 kw for CJVI Victoria, has been previously announced in BROADCASTING, and CKOC Hamilton, has been allowed to go to 1 kw day and night.

Elsewhere in the evidence Dr. Frigon said that CBC has voted part of its surplus of $285,500 for the fiscal year 1943-44 for the installation of a transmitter at Halifax and enlargement of studio accommodation at CBV Quebec. This was the first intimation of a CBC transmitter at Halifax. Unofficially it is learned that this will be a local low power station of 100 or 250 w with call letters CBH likely to give second network coverage in the city, with CBA Sackville, giving primary coverage on the same network. All details have not yet been worked out, and no official announcement except as contained in the evidence at Ottawa has been made as yet.

Application for a 1 kw station at Toronto was made to the CBC recently by Al Leary, commercial manager of CKCL Toronto.

'LAUGH CLINIC' BRINGS RESULTS
J. N. Adam Show on WGR Buffalo Attracts Big Crowds, Sells Merchandise

GOING into its seventh successful week, *Laugh Clinic*, half-hour audience participation show on WGR Buffalo, sponsored by J. N. Adam & Co., large Buffalo department store, not only continues to "pack 'em in" but it is scoring outstanding sales results, according to Paul F. McCarthy, Adam publicity director.

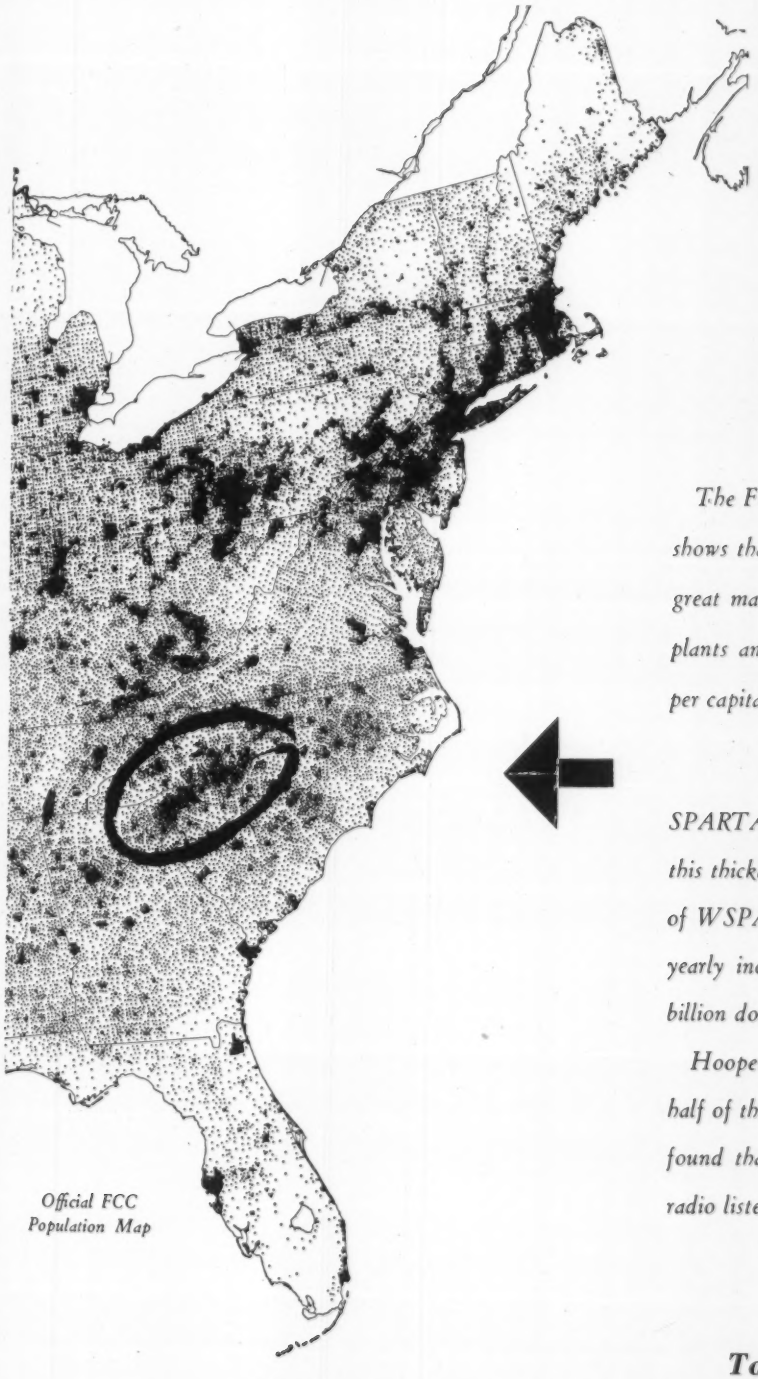
Patterned after some types of successful network shows, *Laugh Clinic* draws its contestants from the audience. They must compete for the biggest laughs by performing unrehearsed antics. Billy Keaton, Buffalo comedian, is m.c.

Each contestant receives a merchandise certificate with the compliments of J. N. Adam's and winners are awarded War Stamps. Tickets are distributed without charge at the J. N. Adam store. Mr. McCarthy said that when the new program was announced on another J. N. Adam program, more than 4,000 persons called at the store for tickets.

"Local interest is the keynote for the success of this show," he said. "Buffalo people participating in this, the only show of its kind in the city, makes it a natural to draw Buffalo listeners to their radios and Buffalo audiences to the auditorium."

Dave Cheskin's CBS orchestra provides music for *Laugh Clinic*, heard at 8:30 p.m. Tuesdays.

in advertising——
it's reaching people that pays



Official FCC Population Map

Each dot on the official FCC population distribution map represents a thousand people. Observe the heavy concentration of population in the upper section of the Carolinas. That's the Piedmont Plateau where the industrial development of the Old South began and prospered.

Textile, tobacco, machinery, lumber, and various other types of manufacturing plants are scattered so thickly over this Piedmont section of the Carolinas that it is almost one continuous city.

The FCC population map reflects this concentration of population and shows that the Piedmont Plateau is as densely populated as many of the great markets of the East. It is an ideal combination of busy industrial plants and fertile farm lands, giving the people an all year 'round high per capita buying power.

PIEDMONT PLATEAU

SPARTANBURG is the Hub City of the Piedmont and WSPA serves this thickly populated and prosperous section. With the good service area of WSPA there are over a million people (148,000 radio homes) whose yearly income in wages and from farm products totals over a quarter billion dollars.

Hooper, in its recent Spartanburg survey, found WSPA had over one-half of the listening audience day and night (57.3 per cent). Hooper also found that all outside stations combined had only 8.3 per cent of the radio listeners.

To Reach the Ears of the Piedmont, Use—

WSPA-SPARTANBURG

5000 WATTS DAY • 1000 WATTS NIGHT • 950 KILOCYCLES • CBS
SOUTH CAROLINA'S FIRST STATION • REPRESENTED BY HOLLINGBERY

FCC Asks Networks to State Policy on FM Programming

Relation of Chain Contracts to FM Stations Likely to Be Studied by Commission

TAKING cognizance of the commitments of major networks to provide their regular affiliates with network program service for FM stations, the FCC last Tuesday requested from all national and regional networks a full statement of policy, present and future, on FM program service.

Presumably, the FCC proposes to cover the whole question of network contracts as they pertain to FM station service, in the light of the network regulations now applicable only to standard stations. The study, it is understood, was proposed by the Law Department. The question of competition between FM stations identified with standard outlets, and those which are not, particularly in the light of the anti-trust statutes, appears to be implicit in the contemplated study.

Net Comment Asked

Whether a network can be bound with its affiliates to provide program service for all types of outlets is to be appraised, it was believed. The Commission asked networks to comment on their policy and plans in view of the policy enunciated in its "Report on Chain Broadcasting" of May 2, 1941, in which it said network broadcasting in FM "will merit careful study by the Commission." It also called attention to the existing FM regulations, which state the FCC will consider the extent to which an FM station develops a "distinct and separate service from that otherwise available in the service area."

The existing regulations specify that a minimum of two hours per day (one daytime, one nighttime) shall be devoted by FM stations to programs not duplicated in the same service area, over AM stations. This provision, however, has been suspended for the duration, in view of manpower difficulties and the freezing of assignments.

The FCC's letter to national and regional networks follows in full text:

The Commission is informed that certain of the major networks have recently advised their affiliates of new policies concerning the availability of network programs for FM broadcasting. Certain provisions in the new affiliation contracts with standard broadcast stations relative to the network affiliation of FM stations owned or operated by the networks' affiliates have also been noted.

The Commission's Report on Chain Broadcasting, dated May 2, 1941, states (p. 3, footnote 11):

"Similarly, the appearance of network broadcasting in the frequency modulation (FM) field will merit careful study by the Commission."

and the Commission's Regulation 3.261 (c) provides:

"Sec. 3.261 Minimum operating schedule: service.—(c) In addition to the foregoing minimum requirements, the Commission will consider, in determining whether public interest, convenience, and necessity has been or will be served by the operation of the (FM) station, the extent to which the station as made or will make use of the facility, to develop a distinct and separate service from that otherwise available in the service area."

The Commission would appreciate receiving from you at this time a full statement of your present policies and methods of operation relative to FM broadcasting, together with an outline of your plans for the development of and future operations in this field. Any comments you may care to make indicating the extent to which your present and proposed policies and operations conform to the policy of the Commission's Chain Broadcasting Regulations and Regulation 3.261(c) will be welcome.

Lauds Armstrong

MAJ. GEN. Harry C. Ingles, Chief Signal Officer of the Army, in his Telegraph Centennial address, paid tribute to Maj. E. H. Armstrong—"one of our honored reserve officers"—who had, through the invention of frequency modulation, greatly advanced "the general usefulness and reliability of radio for military communications."

Stromberg-Carlson Up

STROMBERG-CARLSON Co. in 1943 earned a gross profit of $4,876,815, compared with $2,684,053 in 1942, and a net of $726,815, compared with $534,053 the previous year, it was announced by Lee McCanne, assistant general manager and secretary, in the company's annual report on its 50th year of business. Profit in 1943 amounted to $2.51 per share of common stock, after deducting preferred dividends, compared with $1.79 in 1942. Sales were more than double those during 1942, the report states, with production in any one of several months of 1943 exceeding the firm's entire production for any full year between 1931 and 1940.

TEXT OF REVISED WHITE-WHEELER BILL

FOLLOWING is the full text of the confidential Committee print of S-814 the revised version of the White-Wheeler Bill to amend the Communications Act of 1934, as presented to the Senate Interstate Commerce Committee last Tuesday (May 23) for consideration:

That this Act may be cited as "Communications Act Amendments, 1944."

SEC. 2. Subsections (o) and (p) of section 3 of the Communications Act of 1934, as amended, are amended to read as follows:

"(o) 'Broadcasting' means the dissemination of radio communications intended to be received directly by the public.

"(p) 'Network broadcasting' or 'chain broadcasting' means the simultaneous or delayed broadcasting of identical programs by two or more stations however connected."

SEC. 3. Section 3 of such Act is further amended by adding after subsection (aa) the following:

"(bb) The term 'license', 'station license', or 'radio station license' means that instrument of authorization required by this Act or the rules and regulations of the Commission made pursuant to this Act, for the use or operation of apparatus for transmission of energy, or communications, or signals by radio, by whatever name the same may be designated by the Commission.

"(cc) The term 'broadcast station', 'broadcasting station', or 'radio broadcast station' means a radio station equipped to engage in broadcasting as herein defined.

Network Organization

"(dd) 'Network organization' means any person who sells or clears time, or who has any contract; agreement, understanding, or arrangement, either express or implied, with any broadcast station under which such person undertakes to sell or clear time, for the presentation of programs, produced either by itself or others, to be broadcast simultaneously over more than one broadcast station connected together irrespective of the means employed.

"(ee) The term 'commercial program' means any program rendered by a broadcast station which must be identified as sponsored under the provisions of section 317 of this Act.

"(ff) The term 'sustaining program' means any program rendered by a broadcast station which is not a 'commercial program' as defined herein.

"(gg) The term 'hours' or 'broadcast hours' means clock hours.

"(hh) The term 'public service program' means (1) any program broadcast by a radio broadcast station which program is subject to the provisions of section 315 or 330 of this Act; or (2) any sustaining program by any public officer or on behalf of any government, either local, State or national; or (3) any sustaining program broadcast on behalf of any religious, charitable, scientific, literary, educational, musical, patriotic, or fraternal organization; or (4) any program especially arranged for and broadcast by a radio broadcast station for the general education of the listening public.

"(ii) The term 'construction permit' or 'permit for construction' means that instrument of authorization required by this Act for the installation of apparatus for the transmission of energy, or communications, or signals by radio, by whatever name the same may be designated by the Commission.

"(jj) The term 'single broadcast band' means that group of channels assigned for broadcasting by means of amplitude modulation, international shortwave amplitude modulation, frequency modulation, facsimile and television, respectively."

SEC. 4. (a) Subsection (a) of section 4 of such Act is amended to read as follows:

"(a) The Federal Communications Commission (in this Act referred to as the 'Commission') shall be composed of five members appointed, after the date of enactment of Communications Act Amendments, 1944, by the President, by and with the advice and consent of the Senate, but the members in office on the date of enactment of Communications Act Amendments, 1944, shall continue to serve until three members of the Commission appointed after such date have taken office, but in no event longer than ninety days after such date."

(b) The last sentence of subsection (b) of section 4 of such Act is amended to read as follows: "Not more than three members of the Commission and not more than two members of either Division thereof shall be members of the same political party."

Length of Terms

(c) Subsection (c) of section 4 of such Act is amended to read as follows:

"(c) The Commissioners first appointed after the date of enactment of Communication Act Amendments, 1944, shall continue in office for terms of one, two, three, four, and five years, respectively, as designated by the President at the time of nomination, all such terms to date from the date of enactment of Communications Act Amendments, 1944. Each of the successors of the Commissioners so appointed shall be appointed for a term of five years, except that any person chosen to fill a vacancy shall be appointed only for the unexpired term of the Commissioner whom he succeeds. No vacancy in the Commission shall impair the right of the remaining Commissioners to exercise all the powers of the Commission."

SEC. 5. Subsection (f) (1) of section 4 of such Act is amended by inserting before the period at the end of the second sentence thereof a colon and the following: "Provided, however, That all such persons appointed after the date of enactment of Communications Act Amendments, 1944, in conformity with clause (a) shall be appointed by the President by and with the advice and consent of the Senate".

SEC. 6. Subsection (h) of section 4 of such Act is amended to read as follows:

"(h) Three members of the Commission shall constitute a quorum thereof and two members of either Division shall constitute a quorum of such Division. The Commission shall have an official seal which shall be judicially noticed."

Annual Report

SEC. 7. Subsection (k) of section 4 of such Act is amended to read as follows:

"(k) The Commission shall make an annual report to Congress, copies of which shall be distributed as are other reports transmitted to Congress. Such reports shall contain—

"(1) such information and data collected by the Commission as may be considered of value in the determination of questions connected with the regulation of interstate and foreign wire and radio communication and radio transmission of energy;

"(2) such information and data concerning the functioning of the Commission as will be of value to Congress in appraising the amount and character of the work and accomplishments of the Commis-

(Continued on page 24)

Dr. Armstrong Declares Average Cost Of FM Equipment Is Lower Than AM

EDITOR BROADCASTING:

May I correct a statement in your editorial column under the heading of "What's the Rush?" in your issue of May 1? The statement is:

The facts are that it costs every bit as much to install and operate an average FM station as it does an AM.

The inclusion of the word "average" begs the question. The question is: "How does the initial cost of the transmitting equipment and its cost of operation for the covering of a given area by FM and AM compare?"

From the very start of FM the initial cost of equipment and the cost of operation have been substantially less than AM. These costs will steadily decrease with the coming of large-scale manufacture, and with the introduction of unattended remote controlled transmitters advantageously placed to dominate the surrounding terrain.

It has long been practical to operate stations of moderate power in this way. In fact the more exacting requirements of the State police systems have been met for years in precisely this manner. I believe that the time is not too far distant when transmitters covering local areas will be switched on and operated with as little concern and attention as is given to the public address systems which are now standard equipment for every large hall.

In this comparison the cost of programming has been excluded, since that is a factor so variable for different classes of stations and different sections of the country that no general rule applies.

EDWIN H. ARMSTRONG,
Columbia University,
Dept. of Electrical Engineering
New York.

May 22, 1944

Denver Delivers

The Best Winter Wheat in the United States

FOR the second successive year, Colorado won the Phillip W. Pillsbury award for producing the best wheat in the United States. Leo Lindstrom, owner of a 1,400-acre ranch near Sterling, Colorado, grew the Tenmarq dark hard winter wheat which won the award at the Chicago Union Stockyards over entries of wheat-growing states from coast to coast.

Colorado, in 1943, produced its greatest wheat crop in history to rank ninth among the states.

The importance of Colorado as an agricultural state has too long been overshadowed by its scenic playground reputation. It not only ranked ninth in wheat, but ranked sixth in barley and seventh in rye. Its onion crop was the nation's largest; its dry bean crop ranked third; it was second in sugar beets, first in broomcorn, and one of the nation's leading vegetable shipping centers.

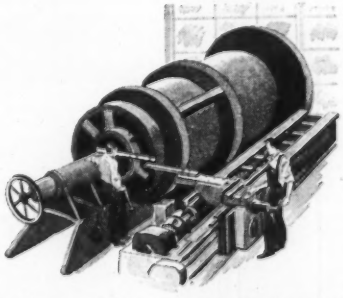
Agriculture, along with mining and manufacturing, is one of the permanent and stable assets of the Denver market which are fundamental to sales success in war or peace.

KLZ

Delivers the

Affiliated in Management with the Oklahoma Publishing Company and WKY, Oklahoma City

Represented by
THE KATZ AGENCY



Denver Delivers MACHINERY

Denver's pre-war, permanent manufacturing industries are today producing machine tools, refinery equipment, rubber products, landing ships and barges and more than 50 other items of war equipment.

Denver Delivers MINERALS

From Colorado's vast storehouse of minerals are coming molybdenum, vanadium, coal and more than 200 other war-vital metallic and non-metallic minerals and compounds. Colorado is the nation's chief source of several indispensable ores.

Denver Delivers SALES

In 1943, according to figures compiled by "Drug Topics", Colorado was third among 48 states in drug sales per capita. Every man, woman, and child spent $29.65 in a Colorado drug store last year.

sion and the adequacy of its staff and equipment;

"(3) information with respect to all persons taken into the employment of the Commission during the year covered by the report, including names, pertinent biographical data and experience, commission positions held and compensation paid, together with the names of those persons who have left the employ of the Commission such year: Provided, however, That the first annual report following the date of enactment of Communications Act Amendments, 1944, shall contain such information with respect to all persons in the employ of the Commission at the close of the year for which the report is made;

"(4) an itemized statement of all funds expended during the preceding year by the Commission, of the sources of such funds, and of the authority in this Act or elsewhere under which such expenditures were made; and

"(5) specific recommendations to Congress as to additional legislation which the Commission deems necessary or desirable."

SEC. 8. Section 5 of such Act is amended to read as follows:

SEC. 5. (a) Upon the reorganization of the Commission after the date of enactment of Communications Act Amendments, 1944, and annually thereafter, the Commission shall select one of its members to act as Chairman of the Commission for the ensuing year and shall organize the membership of the Commission, other than the Chairman, into two Divisions of two members each, said Divisions to be known and designed as the 'Division of Public Communications' and the 'Division of Private Communications'. Except as hereinafter provided, no members designated to serve on one Division shall have or exercise any duty or authority with respect to the work or functions of the other Division. In the selection of its Chairman and the designation of particular members to serve upon a Division, it shall be the duty of the Commission to make provision for rotation in office in such manner that no member of the Commission may occupy the office of Chairman of the Commission more than one year nor be assigned to serve upon a particular Division more than two years, in any five-year period.

Jurisdiction

"(b) The Division of Public Communications shall have jurisdiction over all cases and controversies arising under the provisions of this Act and the rules and regulations of the Commission made pursuant to this Act relating to wire and radio communications intended to be received by the public directly, and the Division itself shall make all adjudications involving application of those provisions of the Act and of the Commission's regulations.

"(c) The Division of Private Communications shall have jurisdiction over all cases and controversies arising under the provisions of this Act and the rules and regulations of the Commission made pursuant to this Act relating to wire and radio communications by common carrier or carriers or which are intended to be received by a designated addressee or addressees, and the Division itself shall make all adjudications involving application of those provisions of the Act and of the Commission's regulations.

"(d) The whole Commission shall have and exercise jurisdiction over the assignment of bands of frequencies to the various radio services; over all matters arising under the provisions of part II of title III of this Act, as amended; over all signals and communications of an emergency nature, including distress signals by ships at sea and communications relating thereto, signals and communications by police and fire departments and other like emergent signals and messages; over all signals and communications by and between amateur stations; over the qualifications and licensing of all radio operators; over the adoption and promulgation of all rules and regulations of general application required or authorized by this Act, including procedural rules for the Commission and the Divisions thereof and rules for the conduct of proceedings before individual commissioners or boards and for a rehearing of such action before a Division of the Commission or the Commission; over the selection and appointment of all officers and employees of the Commission and the Divisions thereof; and generally over all matters with respect to which authority is not otherwise conferred by other provisions of this Act. In any case where a conflict arises as to the jurisdiction of the Commission or any Division thereof, such question of jurisdiction shall be determined by the whole Commission.

"(e) The Chairman of the Commission shall be the chief executive officer of the Commission. It shall be his duty to preside at all meetings and sessions of the whole Commission, to represent the Commission in all matters relating to legislation and legislative reports, to represent the Commission and each Division thereof in all matters requiring conferences or communications with representatives of the public or other governmental officers, departments, or agencies, and generally to coordinate the work of the Commission and each Division thereof in such manner as to promote prompt and efficient handling of all matters within the jurisdiction of the Commission. In addition to the other duties herein provided, the Chairman of the Commission shall be ex officio a member of each Division of the Commission and as such entitled to participate fully in the activities of each Division.

"(f) Each Division of the Commission shall choose its own Chairman annually but no member of the Commission may serve simultaneously as Chairman of the Commission and of a Division thereof, and no member may serve as Chairman of any one Division more than one year during any five-year period. Subject to and in conformity with the provisions of this section, each Division shall organize its membership and the personnel assigned to it in such manner as will best serve the prompt and orderly conduct of its business. Each Division shall have power and authority by a majority thereof to hear and determine, order, certify, report or otherwise act as to any of the work, business, or function over which it has jurisdiction. Any order, decision, report made, or other action taken by either of said Divisions with respect to any matter within its jurisdiction shall be final and conclusive, except as otherwise provided by this Act. The secretary and seal of the Commission shall be the secretary and seal of each Division thereof.

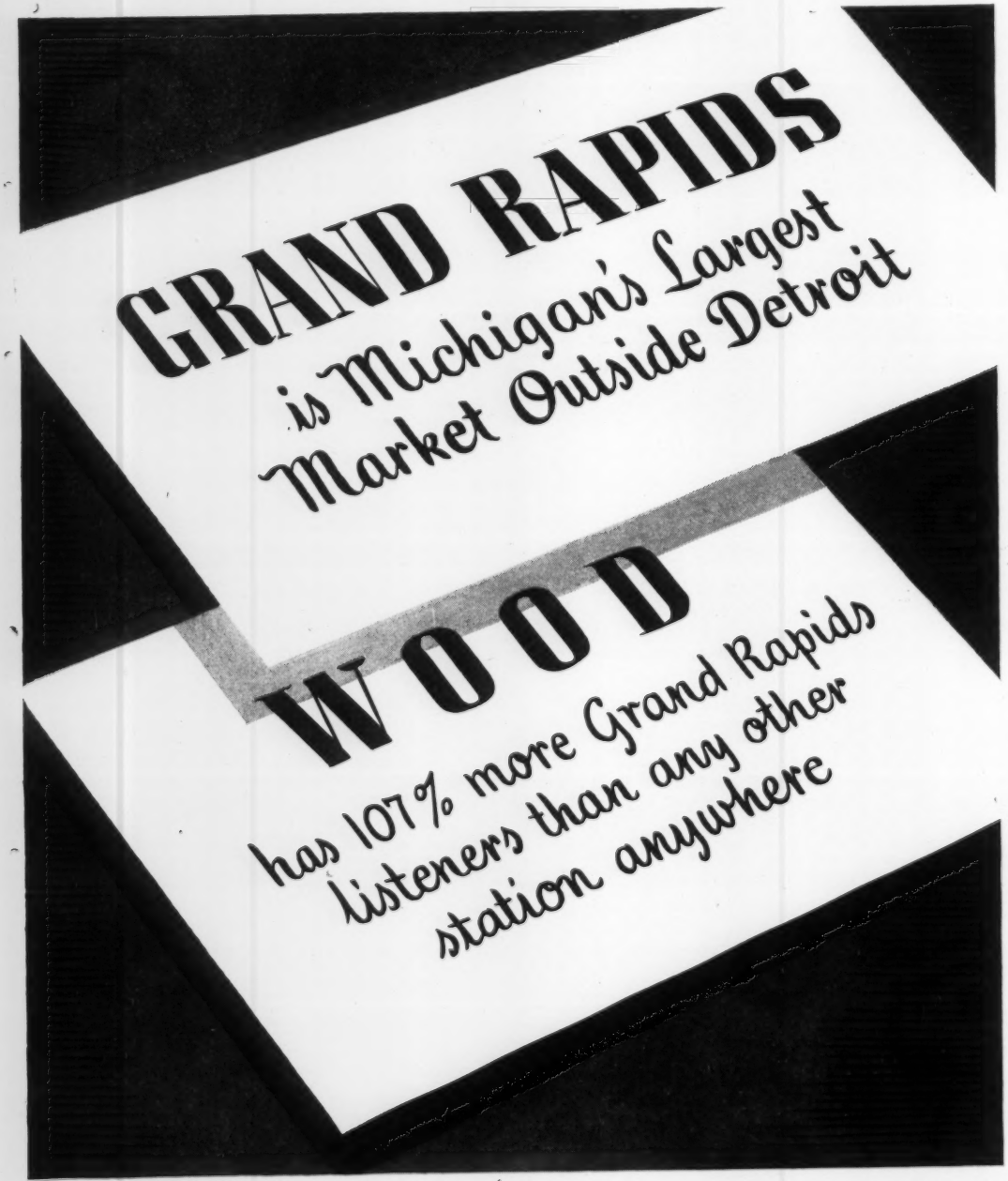
Filling Vacancies

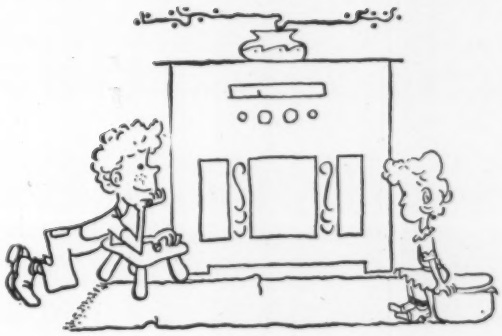
"(g) In the case of a vacancy in the office of the Chairman of the Commission or the absence or inability of the Chairman to serve, the Commission may temporarily designate and appoint one of its members to act as Chairman of the Commission until the cause or circumstance requiring said service shall have been eliminated or corrected. During the temporary service of any such Commissioner as Chairman of the Commission, he shall continue to exercise the other duties and responsibilities which are conferred upon him by this Act.

"(h) Notwithstanding any other provision of this section, the Commission may, by specific order to that effect, continue any member in the performance of particular duties undertaken and commenced while serving as Chairman of the Commission or as a member of a particular Division, irrespective of the fact that such member has been assigned to and has assumed the performance of other duties: Provided, however, That such an assignment shall be made only when necessary to the efficient and proper functioning of the Commission or of either Division thereof, or when the failure to make such an assignment would or might result in hardship or unnecessary delay to parties having business before the Commission. During the temporary service of any Commissioner pursuant to such assignment, such Commissioner shall continue to exercise the other duties and responsibilities which are conferred upon him by this Act.

"(i) The Commission or either Division thereof is hereby authorized by its order to assign or refer any portion of its work, business, or functions to an individual Commissioner, or to a board composed of an employee or employes of the Commission, to be designated by such order, for action thereon, and by its further order at any time to amend, modify, supplement, or rescind any such assignment or reference: Provided, however, That this authority shall not extend to duties specifically and exclusively imposed upon the Commission, either Division thereof, or the Chairman of the Commission, by this or any other Act of Congress. Any order, decision, or report made or other action taken by any such individual Commissioner or board in respect of any matter so assigned or referred shall have the same force and effect and may be made, evidenced, and enforced as if made by the Commission or the appropriate Division thereof: Provided, however, That any person affected by any such order, decision, or report may file a petition for review by the Commission or the appropriate Division thereof, and every such petition shall be passed upon by the Commission or that Division. The secretary and seal of

(Continued on page 28)





a WGN show
built for and acclaimed by the youngsters

You don't have to horrify the children to get them to listen to a radio program. This has been dramatically proved on WGN by "The Safety Legion of America" show.

This program features the famous Colleen Moore, and Jess Kirkpatrick as Captain Jack. The program is simple in its routine—stories by Colleen Moore, riddles and light banter by Miss Moore and Captain Jack, and teaching safety the way the children want it.

Successful? The Safety Legion Program consistently pulls big mail. During the last three months it has gained nearly 40,000 new members. Parents, civic organizations and school associations, as well as the kids, have been vociferous in their praise.

WGN's Safety Legion Program, broadcast at 5:30 P.M. Monday thru Friday, is a typical example of WGN's program-building resourcefulness and policy of bringing the best among all types of entertainment to Chicago and the great midwestern WGN community.

A CLEAR CHANNEL STATION

Chicago 11, Illinois

50,000 WATTS • 720 KILOCYCLES

WGN

MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y.
Paul H. Raymer Co., Los Angeles 14, Cal., San Francisco, Cal.

KXOK Friends Are L

...according to the latest Conlan coincidental telephone survey of radio listeni

The survey ranks KXOK second in morning listening and fourth in afternoon and evening listening, based on the telephone calls made to 18,720 basic calls during the survey period. Conlan's survey was made last December in Metropolitan St. Louis. It is recognized that seven other St. Louis radio stations (KXOK) schools are located on KXOK. [illegible]

Summary

(Robert S. Conlan & Associates Survey
February 27 through March 4, 1944, Inclusive)

Time Surveyed:
Monday through Saturday
8:00 a.m. — 10:00 p.m.
Sunday 12:00 noon — 10:00 p.m.

Entire Survey — Sunday through Saturday

	Morning Periods	Afternoon Periods	Evening Periods	Entire Survey
Basic Calls	9,847	17,487	12,258	39,592
Listening Homes	1,855	3,124	3,577	8,556
Percent of Potential Audience	18.8%	17.9%	29.2%	21.6%

DISTRIBUTION OF LISTENING HOMES AMONG STATIONS:

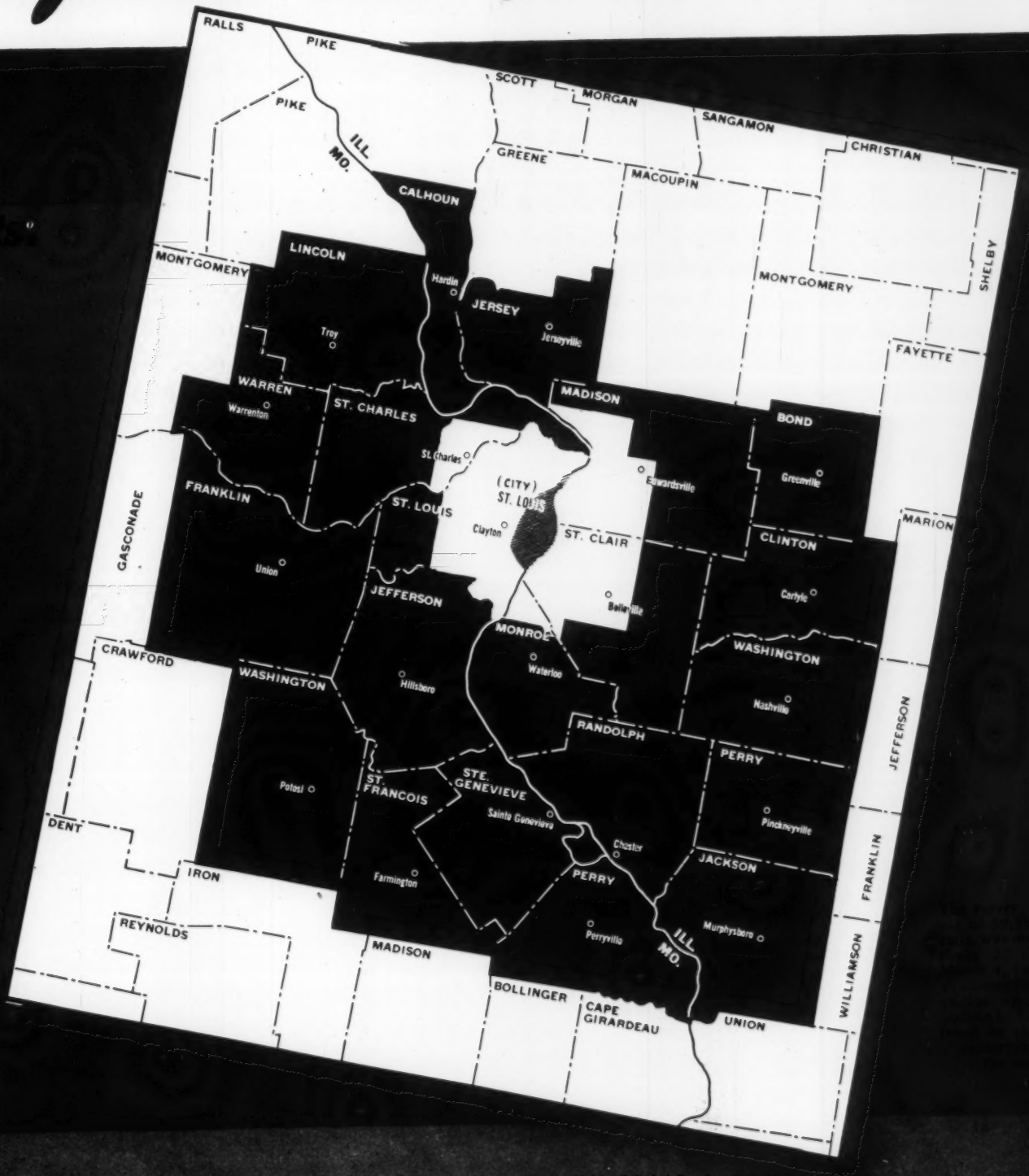
	Rank	Morning Periods
Station B	1st	37.5%
▶ KXOK	2nd	27.0%
Station C	3rd	17.7%
Station D	5th	8.0%
Other & DK	4th	9.8%

	Rank	Afternoon Periods
Station B	1st	31.1%
Station D	2nd	23.1%
▶ KXOK	3rd	22.8%
Station C	5th	10.6%
Other & DK	4th	12.4%

	Rank	Evening Periods
Station B	1st	35.9%
Station D	2nd	26.6%
▶ KXOK	3rd	20.1%
Station C	5th	7.6%
Other & DK	4th	9.8%

	Rank	Entire Survey
Station B	1st	34.5%
▶ KXOK	2nd	22.6%
Station D	3rd	21.3%
Station C	4th	10.9%
Other & DK	5th	10.7%

Legion In This Area!



REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

630 Kilocycles
5000 Watts
Full Time
Blue Network

KXOK

Affiliated with KFRU, Columbia, Missouri

Owned and Operated by the St. Louis Star-Times

SAINT LOUIS, MISSOURI

(*Continued from page 24*)

the Commission shall be the secretary and seal of such individual Commissioner or board.

"(j) The term 'Commission', as used in this Act, shall be taken to mean the whole Commission or a Division thereof as required by the context and the subject matter dealt with. The term 'cases and controversies' as used herein, shall be taken to include all adversary proceedings, whether judicial or quasi-judicial in nature, and whether instituted by the Commission on its own motion or otherwise, and the term 'adjudication' means the final disposition of such proceedings."

SEC. 9. Title III of such Act is amended by inserting after section 301 thereof a new section 302 as follows:

"DECLARATION OF POLICY

"SEC. 302. To the end that radio broadcasting shall be an effective medium of free speech and contribute its fullest measure to the protection of democratic processes, it is hereby declared to be the policy of Congress that—

"(1) licensees under this Act should use the facilities at their command for the greatest public good by encouraging the fullest discussion of issues of public importance, whether national, State, or local; access to broadcasting facilities should be afforded to representatives of various shades of opinion; and no arbitrary restriction with respect to use of such facilities should be imposed upon any person, organization, race, or creed;

"(2) so far as is consistent with operation of facilities in the public interest, religious programs, public-education programs, and the discussion of public controversial issues should be broadcast without cost as sustaining service programs;

"(3) licensees under this Act, so far as is consistent with good broadcasting practice, should make every effort to afford the same listeners over their facilities the varying viewpoints of different speakers, commentators, and news analysts, to the end that the public may not be deprived of minority or divergent opinions and views; and, so far as is consistent with sound broadcasting practice, should strive to improve program standards, giving attention to type and form of commercial programs, discouraging too frequent or excessive use of commercial announcements, and encouraging sponsors and network organizations to elevate the tenor of commercial programs;

"(4) the policies so declared shall apply equally to combinations of licensees in network organizations, to network organizations, and to combinations of network organizations.

All the provisions of this Act shall be administered with a view to carrying out the above declaration of policy, subject always to the express provisions and limitations of this Act."

Limit on Power

SEC. 10. Subsection (c) of section 303 of such Act is amended by inserting before the semicolon at the end thereof a colon and the following: "Provided, That no broadcast station operating in the amplitude modulation broadcast band on frequencies ranging from 550 kc to 1,600 kc shall be granted a license to operate with power in excess of 50,000 w, and in the granting of instruments of authorization for such stations no station's skywave signal shall be protected for a signal intensity of less than 500 microvolts per meter 50 per centum of the time, based on measurements made during the second hour after sunset for all seasons of the year."

SEC. 11. Subsection (i) of section 303 of such Act is amended to read as follows:

"(i) Have authority to make such special regulations applicable to the technical apparatus and the technical operation of stations engaged in chain broadcasting as it may deem necessary to prevent interference between stations."

SEC. 12. Subsection (j) of section 303 of such Act is amended to read as follows:

"(j) Have authority to make general rules and regulations requiring stations to keep such records of programs, transmissions of energy, communications, or signals as it may deem desirable; and a uniform system of financial reports shall be required from the licensee of each amplitude modulation, frequency modulation, television, and facsimile radio station, and such reports shall disclose the individual financial statements of any such radio station regardless of the corporate organization or other control of such radio station by a licensee or otherwise; such statements shall include business agreements with any radio broadcast station, licensee, affiliate, subsidiary or parent corporation, network, or supplier of receiving or transmitting equipment, and no licensee shall be required under this or any other provision of this Act to disclose to the Commission any other business agreements. All such financial reports, including business agreements, so filed shall be kept confidential by the Commission, except that they shall be available, upon request, for the information of any committee of the Congress, or for use upon order of the Commission, or either Division thereof, in any proceeding before the Commission."

Government Needs

SEC. 13. Section 305 of such Act is amended to read as follows:

"SEC. 305. (a) Radio stations belonging to and operated by the United States shall not be subject to the provisions of sections 301 and 303 of this Act, but shall use such frequencies as shall be assigned to each or to each class by the President.

"(b) To assist the President in the performance of his functions hereunder, the Secretary of State, the Secretary of War, the Secretary of the Navy, and the Commission, acting independently, are hereby authorized and directed to prepare and file with the President, not later than March 1 of each calendar year and at such other times as may be directed by the President, plans for the most effective use and assignment of all radio frequencies available to the United States. In the determination and preparation of such plans, due regard shall be had for the relative needs and requirements of the armed forces, of other governmental agencies, and of industry, but care shall be exercised to avoid (1) the use by fixed services of frequencies needed for the mobile services, (2) the use for short-distance communications of frequencies especially suited for long-distance communication, and (3) the wasteful or unnecessary use of radio frequencies for any purpose where communication needs can be adequately and properly supplied by other means.

"(c) All radio stations belonging to and operated by the United States, except stations on board naval and other Government vessels while at sea or beyond the limits of the continental United States, when transmitting any radio communication or signal other than a communication or signal relating to Government business, shall conform to such rules and regulations designed to prevent interference with other radio stations and with the rights of others as the Commission may prescribe.

"(d) Radio stations on board vessels of the United States Maritime Commission or the War Shipping Administration or the Inland and Coastwise Waterways Service shall be subject to the provisions of this title.

"(e) All stations owned and operated by the United States, except mobile stations of the Army of the United States, and all other stations on land and sea shall have special call letters designated by the Commission."

Renewal Clause

SEC. 14. So much of subsection (d) of Section 307 of such Act as reads "but action of the Commission with reference to the granting of such application for the renewal of a license shall be limited to and governed by the same considerations and practice which affect the granting of original applications" is amended to read as follows: "but, subject to the provisions of the proviso in subsection (b) of section 326 of this Act, action of the Commission with reference to the granting of such application for the renewal of a license shall be limited to and governed by the same considerations and practice which affect the granting of original applications".

SEC. 15. Section 307 of such Act is amended by inserting at the end thereof a new subsection as follows:

"(f) Any station license granted under the provisions of this Act or the construction permit required hereby may be modified by the Commission either for a limited time or for the duration of the term thereof, if in the judgment of the Commission such action will promote the public interest, convenience, and necessity, or the provisions of this Act or of any treaty ratified by the United States will be more fully complied with: Provided, however, That no such order of modification shall become final until the holder of such outstanding license or permit shall have been notified in writing of the proposed action and the grounds or reasons therefor and shall have been given reasonable opportunity to show cause why such an order of modification should not issue."

SEC. 16 (a) So much of subsection (a) of section 308 of such Act as precedes

We'll get your message across!

Under war's impact, advertising procedures are shifting fast. New methods, new media must be found.

WSIX offers its full facilities to advertisers seeking adequate representation in the rich Nashville area. We shall be glad to furnish proof that this station has what it takes to do the job, including seven months steady audience increase by HOOPER.

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The Katz Agency, Inc.,
National Representatives

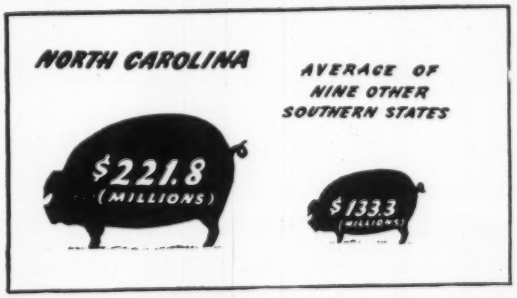
5000 WATTS

WSIX "The Voice of Nashville" NASHVILLE, TENN.

980 KILOCYCLES

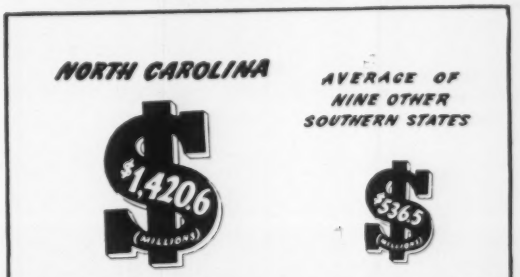
NORTH CAROLINA IS THE SOUTH'S No. 1 STATE

IN AGRICULTURE



CASH INCOME AND GOV'T. PAYMENTS Source: Department of Agriculture, 1940

IN INDUSTRY



VALUE OF MANUFACTURED PRODUCTS Source: Census of Manufactures, 1939

WPTF

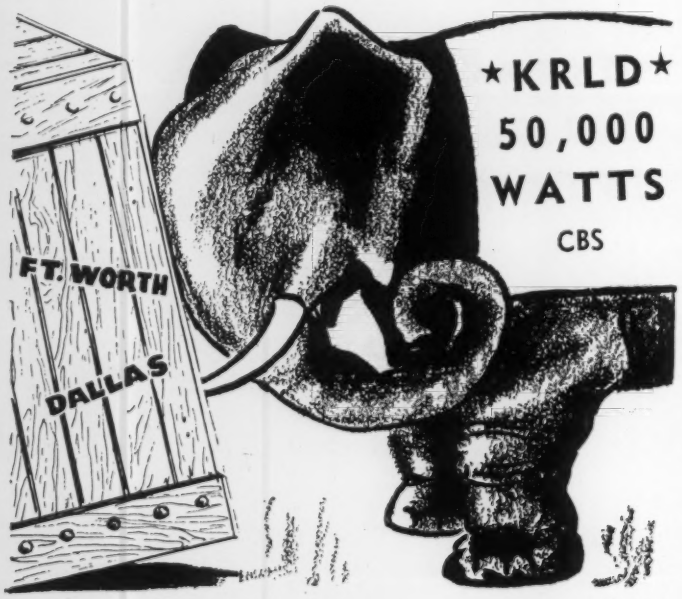
with 50,000 WATTS in RALEIGH is NORTH CAROLINA'S No. 1 SALESMAN

NBC 680 KC

FREE & PETERS, INC. National Representatives

KRLD ★ 50,000 WATTS

Only High-Powered CBS Outlet in North Texas



MOVES GOODS!

KRLD

DALLAS, TEXAS

The Times Herald Station

50 KW ★ 1080 KC.

Represented by THE BRANHAM COMPANY

the proviso is amended to read as follows: "The Commission may grant instruments of authorization entitling the holders thereof to operate apparatus for the transmission of energy, or communications, or signals by radio or modification or renewal therefor, only upon written application therefor received by it: Provided, That (1) in cases of emergency found by the Commission involving danger to life or property or due to damage to equipment, or (2) during the continuance of any war in which the United States is engaged and when such action is necessary for the national defense or security or otherwise in furtherance of the war effort, the Commission may grant and issue authority to construct or operate apparatus for the transmission of energy or communications or signals by radio during the emergency so found by the Commission or during the continuance of any such war, in such manner and upon such terms and conditions as the Commission shall by regulation prescribe, and without the filing of a formal application, but no such authority shall be granted for a period beyond the period of the emergency requiring it nor remain effective beyond such period:"

Transfer of Ownership

(b) Section 308 of such Act is further amended by adding a new subsection (d) as follows:

"(d) No license granted and issued under the authority of this Act for the operation of any radio station shall be modified by the Commission, except in the manner provided in section 307 (f) hereof, and no such license may be revoked, terminated, or otherwise invalidated, by the Commission, except in the manner and for the reasons provided in section 312 (a) hereof. No proceeding for authority to transfer a station license or to transfer stock in a licensee corporation under section 310 (b) of this Act shall be utilized by the Commission for the imposition of sanctions or penalties upon any licensee for his conduct as such or for alleged deficiencies in the operation of his station."

(c) Section 308 of such Act is further amended by adding a new subsection (e) as follows:

"(e) After the expiration of two years after the date of enactment of Communications Act Amendments, 1944, the Commission shall observe the following limitations upon its licensing powers:

"(1) No person (including all persons under common control) shall own or be financially interested in more than one broadcast station in any single broadcast band when such stations cover the same or a substantial portion of the same area.

"(2) No person (including all persons under common control) shall own or be financially interested in more than six broadcast stations in any single broadcast band."

SEC. 17. Section 309 of such Act is amended by striking out subsection (a) thereof, by relettering subsection (b) as subsection (d) and by inserting in lieu of present subsection (a) the following subsections (a), (b), and (c):

"(a) If upon examination of any application provided for in section 308 or 319 hereof the Commission shall determine that public interest, convenience, or necessity would be served by the granting thereof, it shall authorize the issuance of the instrument of authorization for which application is made in accordance with said findings.

Hearing Provision

"(b) If upon examination of any such application the Commission is unable to make the findings specified in subsection (a) of this section it shall designate the application for hearing and forthwith notify the applicant and other known parties in interest of such action and the grounds or reasons therefor; but in all such cases the Commission shall, before it formally designates the application for hearing, advise the applicant and all other interested parties of objections made to the application by any departments of the Commission either to the Commission itself or to a Commissioner or the head of a department of the Commission. Any hearing subsequently held upon such application shall be a full hearing in which the applicant and all other parties in interest, whether originally notified by the Commission or subsequently admitted as intervenors, shall be permitted to participate. At least thirty days prior to such hearing the Commission shall give notice to all known parties in interest specifying with particularity the matters and things in issue and not including issues or allegations phrased generally or in the words of the statute.

"(c) When any instrument of authorization is granted by the Commission without a hearing as provided in subsection (a) of this section, such grant shall remain subject to protest as hereinafter provided for a period of 30 days. During such 30-day period, any person who would be entitled to challenge the legality or propriety of such grant under the provisions of section 402 of this Act may file a protest directed to such grant and request a hearing on the application so granted. Any protest so filed shall contain such allegations of fact as will show the protestant to be a proper party in interest adversely affected and shall specify with particularity the matters and things in issue but shall not include issues or allegations phrased generally or in the words of the statute. Upon the filing of such protest, and if the Commission determines that the protestant is a proper party to the proceeding, the application involved shall be set for hearing and heard in the same manner in which applications are heard under subsection (b) hereof. Pending hearing and decision upon said protest, the effective date of the Commission's action to which said protest is directed shall be postponed to the date of the Commission's decision after hearing unless the authorization involved in such grant is necessary to the maintenance or conduct of an existing service, in which event the Commission shall authorize the applicant to utilize the facilities or authorization in question pending the Commission's decision after hearing on said protest.'"

Transfer Applications

SEC. 18. Subsection (b) of section 310 of said Act is amended to read as follows:

"(b) No instrument of authorization granted by the Commission entitling the holder thereof to operate radio apparatus and no rights granted thereunder shall be transferred, assigned, or disposed of in any manner, voluntarily or involuntarily, directly or indirectly, or by transfer of control of any corporation holding such instrument of authorization, to any person except upon application to the Commission and upon finding by the Commission that the proposed transferee or assignee possesses the qualifications required of an original licensee. The procedure for handling such application shall be that provided in section 309 hereof with respect to applications for licenses."

SEC. 19. Section 312 of such Act is amended to read as follows:

"SEC. 312. (a) Any station license may be revoked (1) for false statements either in the application or in the statement of fact which may be required by section 308 hereof, or (2) because of conditions revealed by such statements of fact as may be required from time to time which would warrant the Commission in refusing to grant a license on an original application, or (3) for violation of or failure to observe the terms and conditions of any cease and desist order issued by the Commission pursuant to subsection (b) hereof, or (4) for violation of or failure to observe any of the restrictions and conditions of this Act or of a treaty ratified by the United States: Proivded, however, That no such order of revocation shall take effect until 15 days' notice in writing thereof, stating the cause for the proposed revocation, has been given to the licensee. Such licensee may make written application to the Commission at any time within said fifteen days for a hearing upon such order, and upon the filing of such written application said order of revocation shall stand suspended until the conclusion of the hearing conducted under such rules as the Commission may prescribe. Upon the conclusion of said hearing the Commission may affirm, modify, or revoke said order of revocation.

"(b Where a station licensee (1) has failed to operate substantially as set forth in the license, or (2) has failed to observe any of the restrictions and conditions of this Act or of a treaty ratified by the United States, or of any regulation of the Commission authorized by this Act, the Commission may institute a proceeding by serving upon the licensee an order to show cause why it should not cease and desist from such violation. Said order shall contain a statement of the particulars and matters upon which the Commission is inquiring, and the reasons for such action, and shall call upon the licensee to appear before the Commission at a place and time therein stated and then and there answer and give evidence upon the matters specified in said order. The Commission may, however, require in said order that the licensee file with the Commission its verified answer to the order to show cause on or before a date set (prior to the hearing date therein fixed), in no event less than 30 days after the service of the order. The licensee to whom the complaint is directed shall have the right to appear at the time and place

WCR
550 K.C.
JOINS
THE
BLUE
NETWORK
JUNE 1, 1944
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO, NEW YORK
National Representatives: FREE & PETERS, INC.

so fixed and present evidence in answer to the charges specified in said notice of hearing. If, after hearing, the Commission determines that such violation has been committed, it shall make a report in writing stating the findings of the Commission and it shall issue and cause to be served on said licensee an order to cease and desist from doing the acts referred to in the order."

Political Campaigns

SEC. 20. Section 315 of such Act is amended to read as follows:

"SEC. 315. Nothing in this Act shall be understood as imposing or as authorizing or permitting the Commission to impose any obligation upon the licensee of any radio broadcast station to allow the use of such station in any political campaign. In the event that the licensee of any such station shall permit such use, it shall be in accordance with the following conditions and obligations:

"(a) When any licensee permits any person who is a legally qualified condidate for any public office in a primary, general, or other election to use a broadcast station, or permits any person to use a broadcast station in support of any such candidate, he shall afford equal opportunities to all other such candidates for that office, or to a person designated by any such candidate, to use such broadcast station; and if any licensee permits any person to use a broadcast station in opposition to any such candidate or candidates, he shall afford equal opportunities to the candidate or candidates so opposed, or to a person designated by any such candidate, in the use of such broadcast station.

"(b) When a licensee permits an official of a regularly organized political party, or a person designated by him, to use a broadcast station in any political campaign, then the corresponding official in all other regularly organized political parties, or person designated by him, shall have equal opportunities for its use.

"(c) No licensee shall, during a political campaign, permit the use of the facilities of a broadcast station for discussion for or against any candidate for any public office except (1) by a legally qualified candidate for the same office; or (2) by a person designated, in writing, by such candidate; or (3) by a regularly organized political party whose candidate's or candidates' names appear on the ballot and whose duly chosen responsible officers designate a person to use such facilities.

Equal Opportunity

"(d) When any licensee permits any person to use a broadcast station in support of or in opposition to any public measure to be voted upon as such in a referendum, initiative, recall, or other form of election, he shall afford equal opportunities (including time in the aggregate) for the presentation of different views on such public measure.

"(e) No licensee shall permit the making of any political broadcast, or the discussion of any question by any political candidate, for a period beginning twenty-four hours prior to and extending throughout the day on which a National, State, or local election is to be held.

"(f) Neither licensees nor the Commission shall have power of censorship over the material broadcast under the provisions of this section: Provided, however, That licensees shall not be liable for any libel, slander, invasion of right of privacy, or any similar liability imposed by any State, Federal, or Territorial or local law for any statement made in any broadcast under the provisions of this section, except as to statements made by the licensee or persons under his control.

"The duty of the licensee to observe the conditions herein stated shall apply to all political activities whether local, State, or National in their scope and application. The term 'equal opportunities' as used herein means the consideration, if any, paid or promised for the use of such station, the approximate time of the day or night at which the broadcast is made, an equal amount of time, the use of the station in combination with other stations, if any, used by the original speaker, and in the case of network organizations, identical stations connected for simultaneous broadcast and identical time for any recorded rebroadcasts. The decision of the licensee in all these respects shall be prima facie evidence that the conditions of this section have been met."

SEC. 21. Section 317 of such Act is amended by adding at the end thereof the following: "No news items or news analyses or news commentaries shall be included in any such broadcast."

SEC. 22. The second sentence of subsection (b) of section 319 of such Act is amended to read as follows: "No construction permit and no rights granted thereunder shall be transferred, assigned, or disposed of in any manner, voluntarily or involuntarily, directly or indirectly, or by transfer of control by any corporation holding such permit, to any person except upon application to the Commission and, after public hearing, approval thereof in writing by the Commission; and the procedure for handling such application shall be that provided in section 309 hereof."

Censorship

SEC. 23. The heading of section 326 of such Act is amended to read "CENSORSHIP", and such section is amended to read as follows:

"SEC. 326. (a) Nothing in this Act shall be understood or construed to give the Commission the power to regulate the business of the licensee of any radio broadcast station unless otherwise specifically authorized in this Act.

"(b) The Commission shall have no power to censor, alter, or in any manner affect or control the substance of any material to be broadcast by any radio broadcast station licensed pursuant to this Act, and no regulation or condition shall be promulgated or imposed by the Commission which shall interfere with the right and duty of the licensee of any such station to determine, subject to the limitations of this Act, the character of the material to be broadcast: Provided, That nothing in this Act shall be construed to limit the authority of the Commission in its consideration of applications for renewal of licenses to determine whether or not the licensee has operated in the public interest."

SEC. 24. Part I of title III of such Act is amended by adding two new sections as follows:

"DISCUSSION OF PUBLIC OR POLITICAL QUESTIONS

"SEC. 330. No licensee of any radio broadcast station or the Commission shall have the power to censor, alter, or in any manner affect or control the substance of any program material devoted to the discussion of any public or political question, and no fee may be accepted for the broadcast of any discussion not provided for in section 315 dealing with any public question or issue. If any licensee shall permit any person to use a radio broadcast station for the discussion of any public question or issue, he shall afford equal opportunities for the presentation of different views on such public question or issue: Provided, however, That no licensee shall permit the broadcasting of any material which advocates the overthrow of the Government of the United States by force or violence:

And provided further, That in all cases arising under this section the licensee shall have the right to demand and receive a complete and accurate copy of the material to be broadcast a sufficient time in advance of its intended use to permit an examination thereof and the deletion therefrom of any materials necessary to conform the same to the requirements of this section; and no licensee shall be required to broadcast any material which might subject the licensee to liability for damages or to a penalty or forfeiture under any local, State, or Federal law or regulation. The term 'equal opportunities' as used herein means the approximate time of the day or night at which the broadcast is made, an equal amount of time, the use of the station in combination with other stations, if any, used by the original speaker, and, in the case of network organizations, identical stations connected for simultaneous broadcast and identical time for any recorded rebroadcasts.

Must Qualify

"SEC. 331. No licensee of any radio broadcast station shall permit the use of such station for the discussion of any public or political question under section 315 or section 330, or otherwise, unless the person or persons arranging or contracting for the broadcast time shall prior thereto disclose in writing and deliver to the licensee (a) the name of the speaker; (b) the subject of the discussion; (c) the capacity in which the speaker is to appear; that is, whether on his own account as an individual, candidate, or public officer, or as the representative, advocate, or employee of another; (d) how the time for the broadcast was made available, and if paid for, by whom; and (e) whether or not, and if so from whom, consideration for the services of the speaker is being paid or promised. It shall be the duty of the licensee of the station so used to cause an announcement of the name of the speaker or speakers using the station, together with the other information required by this sec-

PORTRAIT OF A

Balanced MARKET

• We invite your investigation of KWKH-land—that rich area of East Texas, South Arkansas and North Louisiana where sources of spendable wealth are not limited to one resource or one industry. Here a balance of income is maintained through diversified industries such as natural gas and oil, minerals, agriculture and livestock. Income is not limited to any season, either, for a mild climate allows year-round operations. It will pay you to investigate this balanced market now. Let us tell you more about it and how you can cover it completely with KWKH.

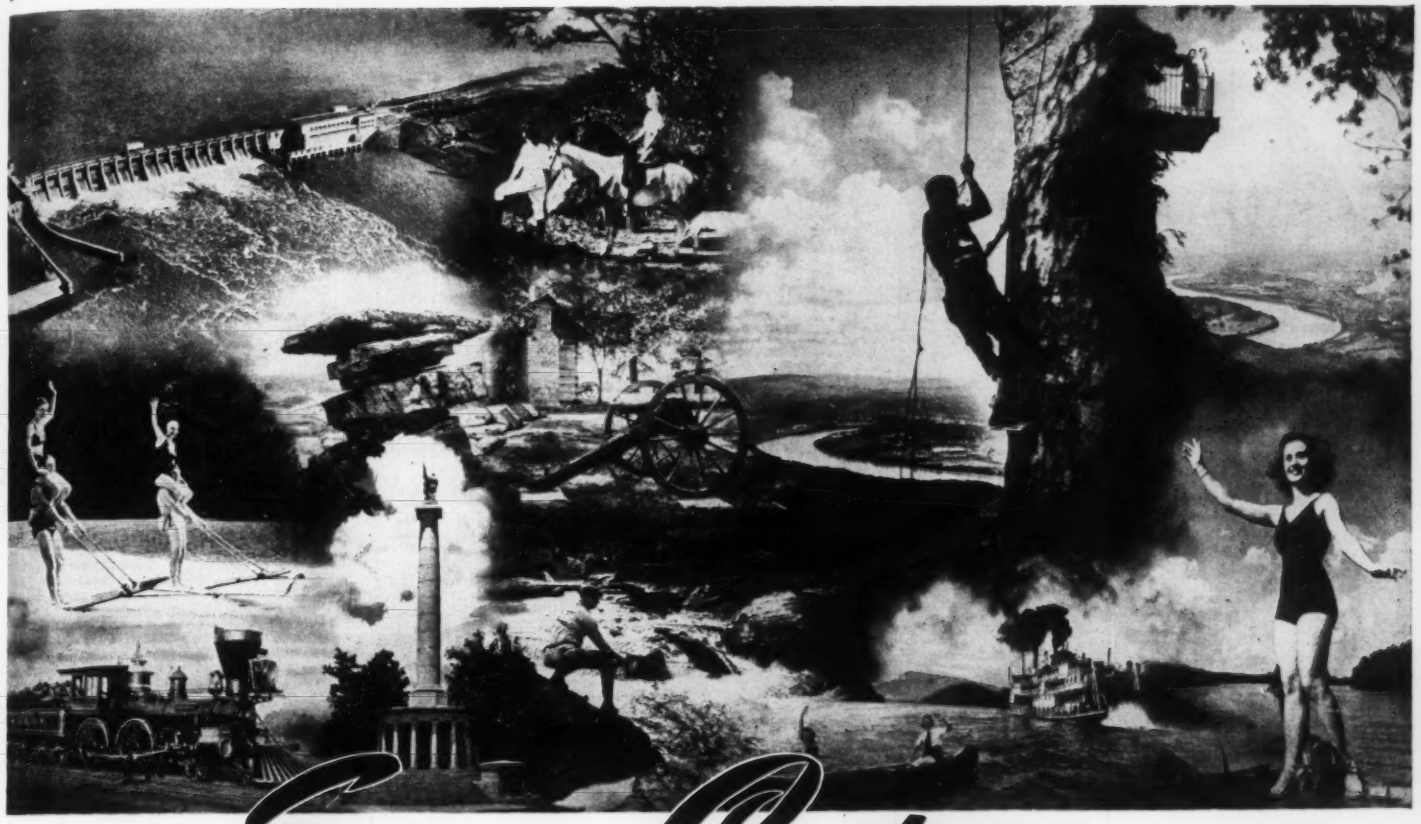
KWKH

50,000 WATTS

CBS

A Shreveport Times Station — Represented by the Branham Co.

THE SELLING POWER IN THE BUYING MARKET



The *Scenic Center* of the South!

Truly Chattanooga has rightfully been called the scenic center of the South. For Chattanooga combines a wide variety of the most thrilling and breath-takingly beautiful vistas of nature in the entire southland. Lookout Mountain, Signal Mountain, Missionary Ridge, all are graceful, imposing scenes of sky-line beauty. Historical parks, studded with monuments of past glory, Chickamauga Dam and Lake with boating, fishing and swimming, caverns, falls, all combine to provide an alluring, entrancing picture of nature's handiwork.

And Chattanooga, too, is the hub of the vast TVA power empire . . . an industrial center of present and growing significance.

•

AND THE CHATTANOOGA MARKET IS DOMINATED BY WDOD

A survey made by a disinterested company in Chattanooga reveals that of all national business placed in Chattanooga, 76.9% went to WDOD Station B received 18.3%, and Station C received 4.8%. Among time buyers, men whose business it is to know the best buy for their money, WDOD is the overwhelming choice.

WDOD	76.9%
STATION B	18.3%
STATION C	4.8%

ON THE GREAT LAKES OF THE SOUTH
IN THE HEART OF THE TVA POWER EMPIRE

WDOD

WHERE NATURE AND INDUSTRY JOIN HANDS

CBS
FOR CHATTANOOGA
5,000 WATTS DAY AND NIGHT

National Representatives
PAUL H. RAYMER CO.

KMA president, Earl May, watching an assistant check a farm experiment.

AVISE LA FIN!

"Consider the end" says the old French proverb. The end of agriculture in 1944 is to meet the greatest need for food and fibre the world has ever known. Agricultural goals are even greater in 1944 than those of 1942 or 1943. And greater production means larger bank-accounts.

No wonder the No. 1 Farm Market is richer today than ever before. As *Sales Management* put it: "The farmer is doing so well he is a prime prospect both today and tomorrow (his savings are tremendous)."

"Consider the end" of advertising. It gets you *sales* today—it insures *demand* tomorrow. To reach the No. 1 Farm Market, you need KMA. It is the *only* full-time farm station in the entire area—the *only* station devoting 70% of its time to the specific needs and wants of the three million people in its 152 primary counties.

Get the facts in the KMA "Complete Mail Study". Call your nearest Free & Peters office—today.

KMA

BLUE NETWORK

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

tion, to be made both at the beginning and at the end of the broadcast: Provided, however, That in the case of broadcasts of one minute or less in length, made under the provisions of section 315 (a), (b), or (d) for or against a political candidate or for or against a question on a ballot to be decided in a referendum, initiative, recall or other election, the requirements of this section will have been met if such announcement includes information as to whether the broadcast is free or paid for and, if paid for, by whom. In the case of public officers speaking as such, such announcements shall specify only the subject of the discussion, the name of the speaker, the office held by him, whether such office is elective or appointive, and by what political unit or political officer the power of election or appointment is exercised. Where more than one broadcast station or network of such stations is used as herein provided, the requirements of this section will be met by filing the required material with the licensee of the originating station and by broadcasting the required announcements over all stations which broadcast the subject program."

SEC. 25. Part I of title III of such Act is further amended by adding at the end thereof a new section as follows:

"IDENTIFICATION OF SOURCE

"SEC. 332. (a) All news items and discussions of current events broadcast by any radio broadcast station shall be identified as to source, and all editorial or interpretative comment concerning such items or events shall be identified as such. It shall be the duty of the licensee of any radio broadcast station used for such purpose to cause an appropriate announcement to be made both at the beginning and at the end of any such broadcast in sufficient detail to inform the audience concerning the origin of the material being broadcast and whose editorial and other comment, if any, is being expressed. When editorial or other comment is expressed, the announcements shall also give the following information concerning the speaker: (1) The capacity in which he appears, that is, whether on his own account or as the representative, advocate, or employe of another; (2) how the time for the broadcast was made available and, if paid for, by whom; and (3) whether or not, and if so from whom, consideration for his services is being paid or promised.

"(b) No broadcast referred to in subsection (a) shall be made in such manner or with the use of such sound effects or other devices as to mislead the public as to the source of the material."

SEC. 26. Part I of title III of such Act is further amended by adding at the end thereof a new section as follows:

"LIMITATIONS ON CHAIN BROADCASTING

"SEC. 333. (a) No radio broadcast station shall enter into any contract, arrangement, or understanding, express or implied, with a network organization—

"(1) under which the station is prevented or hindered from, or penalized for, broadcasting the program of any other network organization on time otherwise available for that purpose (including time optioned but upon which no notice of exercise has been given); or

"(2) which prevents or hinders another station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another station serving a substantially different area from broadcasting any program of the network organization; or

"(3) which provides, by original term, provisions for renewal, or otherwise that the station will broadcast the programs of the network organization for a period longer than three years; or

"(4) which gives any network organization an option upon periods of time which are unspecified or which gives one or more network organizations options upon specified periods of time totalling more than 50 percentum of the total number of hours for which the station is licensed to operate or upon a total of more than two hours in any consecutive three-hour period or options which can be exercised upon notice to the station of less than 56 days; or

"(5) which prevents the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory, unsuitable, or contrary to the public interest, or from substituting a program of outstanding local or national importance for any offered by the network; or

"(6) under which the network fixes or attempts to fix or control the rates charged by the station for the sale of broadcast time for other than the network's programs.

"(b) No person shall operate more than one such network in a single broadcast band: Provided, That this subsection shall not be applicable if such networks are not operated simultaneously, or if there is no substantial overlap in the territory served by the group of stations comprising each such network."

SEC. 27. Part I of Title III of such Act is further amended by adding at the end thereof a new section as follows:

"INDECENT LANGUAGE AND FALSE STATEMENTS

"SEC. 334. No person shall utter any obscene, indecent, or profane language, and no person shall knowingly make or publish any false accusation or charge against any person, by means of radio communication."

SEC. 28. The heading of Section 401 of such Act is amended to read "jurisdiction to enforce act and orders of commission; declaratory orders"; and such section is amended by adding at the end thereof a new subsection (d) as follows:

"(d) In a case of actual controversy arising under any provision of this Act or of any order, rule, regulation, term, condition, limitation, or requirement adopted pursuant thereto (whether or not involving failure to comply therewith), the Commission may, upon petition of any interested person, and after notice and opportunity for hearing, enter a declaratory order declaring rights and other legal relations thereunder."

SEC. 29. Section 402 of such Act is amended to read as follows:

"SEC. 402 (a) The provisions of the Act of October 22, 1913 (38 Stat. 219), as amended, relating to the enforcing or setting aside of orders of the Interstate Commerce Commission are hereby made applicable to suits to enforce, enjoin, set aside, annul, or suspend any order of the Commission under this Act (except those appealable under the provisions of subsection (b) hereof), and such suits are hereby authorized to be brought as provided in that Act. In addition to the venues specified in that Act, suits to enjoin, set aside, annul, or suspend, but not to enforce, any such order of the Commission may also be brought in the United States District Court for the District of Columbia.

"(b) Appeals may be taken from decisions and orders of the Commission to the United States Court of Appeals for the District of Columbia in any of the following cases:

"(1) By an applicant for any instrument of authorization required by this Act, or the regulations of the Commission made pursuant to this Act, for the construction or operation of apparatus for the transmission of energy, or communications, or signals by radio, whose application is denied by the Commission.

"(2) By any party to an application for authority to assign any such instrument of authorization or to transfer control of any corporation holding such instrument of authorization whose application is denied by the Commission.

"(3) By any applicant for the permit required by section 325 of this Act or any permittee under said section whose permit has been modified, or revoked, by the Commission.

"(4) By the holder of any instrument of authorization required by this Act, or the regulations of the Commission made pursuant to this Act, for the construction or operation of apparatus for the transmission of energy, or communications or signals by radio, which instrument has been modified or revoked by the Commission.

"(5) By any other person who is aggrieved or whose interests are adversely affected by any order of the Commission granting or denying any application described in paragraphs (1), (2), (3), and (4) hereof.

"(6) By any person upon whom an order to cease and desist has been served under section 312 (b) of this Act.

"(7) By any party to a proceeding under section 401 who is aggrieved or whose interests are adversely affected by a declaratory order entered by the Commission.

"(8) By any radio operator whose license has been revoked or suspended by the Commission.

Notice of Appeal

"(c) Such an appeal shall be taken by filing a notice of appeal with the court within 30 days after the entry of the order complained of. Such notice of appeal shall contain a concise statement of the nature of the proceedings as to which appeal is taken; a concise statement of the reasons on which the appellant intends to rely, separately stated and numbered; and proof of service of a true copy of said notice and statement upon the Commission. Upon the filing of such notice, the court shall have exclusive jurisdiction of the proceedings and of the questions determined therein and shall have power, by order, directed to the Commission or any other party to the appeal, to grant such temporary relief as it may deem just and proper. Orders granting temporary relief may be either affirmative or negative in their scope and application so as to permit either the maintenance of the status quo in the matter in which the appeal is taken or the restora-

IN SEATTLE Washington

KOMO NBC

NOW 1000 Kc 5000 WATTS (POTENTIAL 50,000 WATTS)

RADIO STATIONS EXCHANGE CALL LETTERS

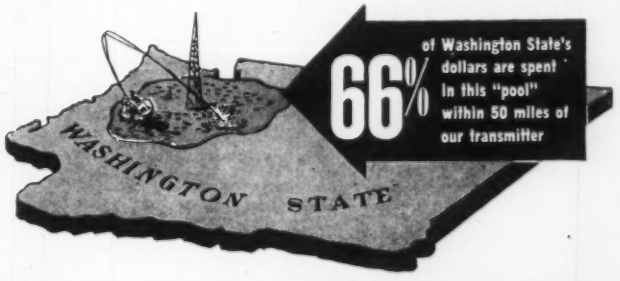
KJR BLUE NET WORK

CALL LETTERS of Seattle's two leading radio stations were exchanged May 6, by authority of the FCC.

KOMO continues as the NBC outlet, and KJR continues as BLUE network affiliate. Both stations enjoy equally good reception in this area of more than 1,000,000 population. As far as the public was concerned, the change meant merely "switching the tabs" on push-button radios. A barrage of publicity announcing the event was so effective that only 40 phone calls on the subject were received at the stations during the first week of the switch-over.

These are the famous radio stations that cover intensively a radius of 50 miles centered on Seattle and Tacoma, Washington—one of the richest, most permanent business "pools" in America!

BIG FISH [King Salmon] and big sales are easy to get in the glorious Puget Sound Country.



KOMO—Represented by EDW. PETRY & CO.—New York, Chicago, Detroit, St. Louis, Los Angeles, San Francisco

KJR—Represented by PAUL H. RAYMER—New York, Chicago, San Francisco, Los Angeles

TOTEM BROADCASTERS, Inc., SEATTLE, Washington

A CAMERA'S EYE VIEW OF:

The Memphis Market

★ METROPOLITAN MEMPHIS

The Memphis market is the South's largest trade area, and one of America's best. From a comparative analysis of retail sales, the Memphis market is shown to have 14% more buying power than any other Southern market.

Sell this big trade area through the pioneer radio station of the Mid-South . . . WMC, the NBC station that most people listen to most!

WMC

★ 5000 WATTS DAY & NIGHT
★ NBC NETWORK

MEMPHIS, TENN.

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

OWNED AND OPERATED BY THE COMMERCIAL APPEAL

MEMBER OF SOUTH CENTRAL QUALITY NETWORK: WMC - Memphis WJDX - Jackson, Miss. KARK - Little Rock WSMB - New Orleans KWKH - KTBS - Shreveport

tion of a position or status terminated or adversely affected by the order appealed from and shall, unless otherwise ordered by the court, be effective pending hearing and determination of said appeal and compliance by the Commission with the final judgment of the court rendered in said appeal.

"(d) Upon the filing of any such notice of appeal the Commission shall, not later than five days after the date of service upon it, notify each person shown by the records of the Commission to be interested in said appeal of the filing and pendency of the same and shall thereafter permit any such person to inspect and make copies of said notice and statement of reasons therefor at the office of the Commission in the city of Washington. Within 30 days after the filing of an appeal, the Commission shall file with the court a copy of the order complained of, a full statement in writing of the facts and grounds relied upon by it in support of the order involved upon said appeal, and the originals or certified copies of all papers and evidence presented to and considered by it in entering said order.

"(e) Within 30 days after the filing of an appeal any interested person may intervene and participate in the proceedings had upon said appeal by filing with the court a notice of intention to intervene and a verified statement showing the nature of the interest of such party, together with proof of service of true copies of said notice and statement, both upon appellant and upon the Commission. Any person who would be aggrieved or whose interests would be adversely affected by a reversal or modification of the order of the Commission complained of shall be considered an interested party.

Court Hearing

"(f) The record upon which any such appeal shall be heard and determined by the court shall contain such information and material, and shall be prepared within such time and in such manner as the court may by rule prescribe.

"(g) At the earliest convenient time the court shall hear and determine the appeal upon the record before it, and shall have power, upon such record, to enter a judgment affirming or reversing the decision of the Commission: Provided, however, That the review by the court shall be limited to questions of law and that findings of fact by the Commission, if supported by substantial evidence, shall be conclusive, unless it shall clearly appear that the findings of the Commission are arbitrary or capricious.

"(h) In the event that the court shall render a decision and enter an order reversing the order of the Comission, it shall remand the case to the Commission to carry out the judgment of the court and it shall be the duty of the Commission, in the absence of proceedings to review such judgment, to forthwith give effect thereto, and unless otherwise ordered by the court, to do so upon the basis of the proceedings already had and the record upon which said appeal was heard and determined.

"(i) The court may, in its discretion, enter judgment for costs in favor of or against an appellant, or other interested parties intervening in said appeal, but not against the Commission, depending upon the nature of the issues involved upon said appeal and the outcome thereof.

"(j) The court's judgment shall be final, subject, however, to review by the Supreme Court of the United States as hereinafter provided—

"(1) An appeal may be taken direct to the Supreme Court of the United States in any case wherein the jurisdiction of the court is invoked, or sought to be invoked, for the purpose of reviewing any decision or order entered by the Commission in proceedings instituted by the Commission which have as their object and purpose the revocation or modification of an existing license, or any decision or order entered by the Commission in proceedings which involve the failure or refusal of the Commission to renew or extend an existing license. Such appeal shall be taken by the filing of an application therefor or notice thereof within thirty days after the entry of the judgment sought to be reviewed, and in the event such an appeal is taken the record shall be made up and the case docketed in the Supreme Court of the United States within 60 days from the time such an appeal is allowed under such rules as may be prescribed.

"(2) In all other cases, review by the Supreme Court of the United States shall be upon writ of certiorari on petition therefor under section 240 of the Judicial Code, as amended, by the appellant, by the Commission, or by any interested party intervening in the appeal, or by certification by the court pursuant to the provisions of section 239 of the Judicial Code, as amended."

Rehearing Provision

SEC. 30. Section 405 of such Act is amended to read as follows:

"SEC. 405. After a decision, order, or requirement has been made by the Commission or any Division thereof in any proceeding, any party thereto or any other person aggrieved or whose interests are adversely affected thereby may petition for rehearing. When the decision, order, or requirement has been made by the whole Commission, the petition for rehearing shall be directed to the whole Commission; when the decision, order, or requirement is made by a Division of the Commission the petition for rehearing shall be directed to that Division; petitions directed to the whole Commission requesting a rehearing in any matter determined by a Division thereof shall not be permitted or considered. Petitions for rehearing must be filed within thirty days from the entry of any decision, order, or requirement complained of and except for those cases in which the decision, order, or requirement challenged is necessary for the maintenance or conduct of an existing service, the filing of such a petition shall automatically stay the effective date thereof until after decision on said petition. The filing of a petition for rehearing shall not be a condition precedent to judicial review of any such decision, order, or requirement, except where the party seeking such review was not a party to the proceedings before the Commission resulting in such decision, order, or requirement, or where the party seeking such review relies on questions of fact or law upon which the Commission has been afforded no opportunity to pass. Rehearings shall be governed by such general rules as the Commission may establish. The time within which an appeal must be taken under section 402 (b) hereof shall be computed from the date upon which the Commission enters its order disposing of all petitions for rehearing filed in any case, but any decision, order, or requirement made after such rehearing, reversing, changing, or modifying the original determination shall be subject to the same provisions as an original order."

'Full and Fair Hearing'

SEC. 31. Subsection (a) of section 409 of such Act is amended to read as follows:

"(a) In all cases where a hearing is required by the provisions of this Act, or by other applicable provisions of law, such hearing shall be a full and fair hearing. Hearings may be conducted by the Commission or a Division thereof having jurisdiction of the subject matter or by any member or any qualified employe of the Commission when duly designated for such purpose. The person or persons conducting any such hearing may sign and issue subpenas, administer oaths, examine witnesses, and receive evidence at any placed in the United States designated by the Commission. In all cases, whether heard by the Commission or a Division thereof or by any member or qualified employee of the Commission, the person or persons conducting such hearing shall prepare and file an intermediate report setting out in detail and with particularity all basic or evidentiary facts developed by the evidence as well as conclusions of fact and of law upon each issue submitted for hearing.

In all cases the Commission, or the Division having jurisdiction thereof, shall, upon request of any party to the proceeding, hear oral argument on said intermediate report or upon such other and further issues as may be specified by the Commission or the Division and such oral argument shall precede the entry of any final decision, order, or requirement. Any final decision, order, or requirement shall be accompanied by a full statement in writing of all the relevant facts upon each issue submitted for hearing and such facts shall be limited to these issues, as well as conclusions of law upon those facts."

Discrimination Ban

SEC. 32. Title IV of such Act is amended by adding at the end thereof a new section as follows:

"SEC. 418. The Commission shall make or promulgate no order, rule or regulation of substance or procedure, the purpose or effect of which will or may be to effect a discrimination between persons based upon race, or religious or political affiliation, or kind of occupation, or business association, and no rights, privileges, benefits, or licenses authorized by law shall be denied or withheld in whole or in part where adequate right or entitlement thereto is shown."

SEC. 33. This Act shall take effect upon the date of its enactment except that—

(1) Section 4 (b), section 6, and section 8 shall take effect upon the reorganization of the Federal Communications Commission after the date of enactment of this Act. The Commission shall be deemed to be reorganized for that purpose upon such date as three members of the Commission appointed after the date of enactment of this Act have taken office.

(2) Section 21 shall take effect upon the expiration of sixty days after the date of enactment of this Act.

DAYTON, O.

LISTENS TO THE PLAY-BY-PLAY ACCOUNT OF

CINCINNATI REDS BALL GAMES

Exclusively over

WING

This year WING has achieved a long time ambition, by carrying **exclusively** the Cincinnati Reds Ball Games—as a sponsored feature. This is just another example of the great strides being made by "The Dayton Station".

BASIC BLUE • 5,000 WATTS

WING

RONALD B. WOODYARD, EXECUTIVE VICE-PRESIDENT

Under the same progressive management policy as WIZE, Springfield, Ohio and WAAC, Ft. Myers, Fla.

Weed and Co. NATIONAL REPRESENTATIVES

Birthplace of Aviation

•

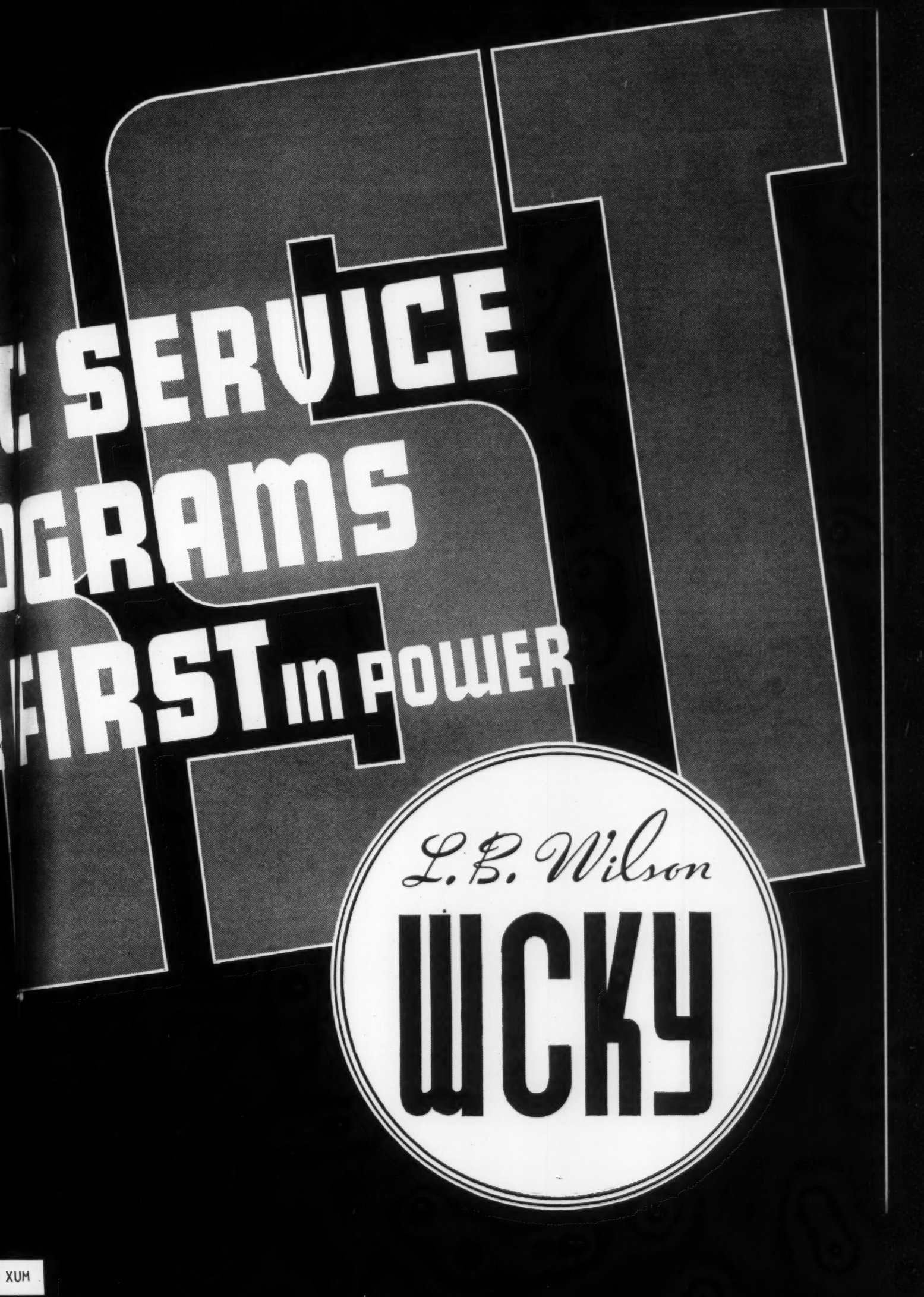
Factors That Insure Daytons Post War Future and Your Advertising Investment in This Prosperous Community

Dayton is noted for its manufacturing diversification. It's 478 plants are not war boom enterprises but substantial peace time businessess that will convert to making the consumer goods carrying such names as Frigidaire, National Cash Register, Delco Light, Standard Register, Egry Register, Aeroproducts, Airtemp, Dayton Tires, and many others throughout the world.

Dayton possesses many other contributing factors that will lend to her post war greatness. It is situated in the heart of the Miami Valley one of Ohio's richest agricultural belts. Wright and Patterson Fields, are permanently located here. With Wright being the largest aircraft experimental center in the world. These are just a few important facts to know for your present and future planning.

•

IN PUBLIC
IN PROG
DEAD HEAT FOR F


T: SERVICE
OGRAMS
FIRST in POWER
L. B. Wilson
WCKY

Right Church; Wrong Pew

FROM the bosoms of Senators Burton K. Wheeler and Wallace H. White Jr. has sprung the newest version of the bill to rewrite the Communications Act of 1934. As expected, it is an admixture of the good and the bad.

The bill isn't law yet. It was admittedly drafted with the thought of compromise. But it will take a lot of that to make it the kind of law that was originally intended.

There are many points in the bill worthy of commendation. But even one bad provision would offset the good. The measure ratifies and approves many of the acts and assumptions of power by the FCC against which complaint has been made over the years by legislators and broadcasters alike.

Some of the good points: A five-man rotating Commission with separate divisions for broadcasting and common carrier; restrictions on the FCC's authority, clearly spelled out; no discrimination against newspaper or any other kind of ownership; the Commission can't use the back-door or the side-door henceforth to regulate programs, censor, or control business practices; stations would be relieved of liability for libel and slander.

But against these are such evils as: The proposed ban on sponsorship of news, which would destroy radio's status as a business enterprise; ratification of past FCC regulations usurping business functions, such as the network regulations; the attempt to legislate on engineering and technical operations, like the arbitrary limitation on power and the breaking down of clear channels without regard to scientific considerations or the needs of rural listeners; a "Declaration of Policy" which would be difficult, if not impossible, to apply or enforce.

We don't believe the news sponsorship ban can or will stand. It isn't the American way. We feel the bill needs a legislative fine-tooth-combing, to eliminate those provisions which do not carry out the original Congressional intent. The Senate Interstate Commerce Committee meets this week to iron out "controversial" provisions. The Committee is by no means unanimous, and there's little to indicate that the bill is cut and dried.

With its shortcomings, the bill evidences a painstaking effort by Senators Wheeler and White to write a statute better geared to the requirements of a dynamic radio art. But somewhere in the process they lost sight of the goal. Radio can't be made more free by writing into the statute additional restrictions and by ratifying those things against which there has been complaint from every quarter.

We realize a perfect bill won't be written. Moreover, to enact legislation at this session becomes a race against time. There were those who believed nothing would come out of the Senate Committee. Something did, and something can be done.

Before a law is written, the Senate Committee must act; then the Senate; then the House Committee, in which changes surely will be made; then the House, and finally, House and Senate conferees. Approval is indicated on any reasonable bill, although New Deal opposition is certain for the measure isn't designed particularly to placate the FCC.

Congress recesses in about five weeks for the political conventions. By that time the Senate conceivably can pass a revised bill. Congress may reconvene in September. The House could enact legislation before the November elections. That's the time-table.

Good or bad, a start has been made. At best, radio won't get all it wants. As now written, we think the bill should die, because it eats away at radio's freedom and condones past regulatory excesses. But if the more extreme provisions can be eliminated or compromised (and that entails a rewriting project), the gap between a good law and an onerous one can be closed.

The task now is to convince Congress that the palpably evil provisions of the White-Wheeler Bill should be corrected. We think it can be done—and at this session.

Call for FDR

WHEN JULY 11 rolls around, the FCC will have been in existence ten years—as tempestuous a decade as any agency of Government ever has experienced. On that seven-man agency a total of 15 men have served, all appointed by President Roosevelt.

A new vacancy develops June 30, when T. A. M. Craven returns to private business after a seven-year tenure. In the FCC's entire decade he has been the most constructive force in radio regulation, steadfastly resisting improper interference with private intiative and enterprise.

Enactment of the White-Wheeler Bill, creating a new five-man Commission, of course, would alter the entire personnel picture.

The Craven appointment in 1937 was on a merit basis. He had worked brilliantly as chief engineer the two preceding years. Early this year President Roosevelt elevated E. K. Jett to the Commission after he too had served as chief engineer with outstanding credit. That also was a merit promotion.

In scanning the Roosevelt appointments, however, one thing is evident. Never has there been named to the Commission a broadcaster—one grounded in radio and familiar with its business methods. Compare this to the calibre of men drafted for Government service in wartime—the Nelsons, Prices, Wilsons, Franciscos, Knudsens, Klaubers.

The FCC's job is to regulate radio by the American Plan of free enterprise, even though certain of its professional bureaucratic members have a different notion. It also functions in the common carrier communications fields. Because all communications constitute a vital war arm, the FCC's work is affected with the war interest, to a degree.

It will be hard to replace a man of Tam Craven's qualifications. But it isn't too hard to fill the post with a broadcaster—a sympathetic broadcaster, if you please — who doesn't feel it's a sin to be successful in private business. The appointee should be a man who will vote his own conscience, and not become a stooge of or subservient to anyone who happens to be the FCC chairman.

Our Respects To -

JAMES OLIVER WELDON

WHEN the long-awaited OWI broadcast announces to the people of occupied Europe the arrival of the United Nations army of liberation, transmission responsibility of that historic broadcast will be in the lap of James Oliver Weldon. He is OWI's Chief of the Bureau of Communications Facilities.

It is the tremendous responsibility of the Communications Facilities Bureau to provide Overseas Operations Branch of OWI with a world-wide network of communications. These carry the Voice of America by radio, and the written word by cable and wireless, to every important propaganda target throughout the world. The Bureau also is charged with establishing and operating a worldwide network for the transmission and reception of pictures by radiophoto.

The man who shoulders this great burden is from Missouri, the "Show Me" state. Jim Weldon has been showing other people radio technology for almost all of his 38 years.

He began radio work in 1926, in Topeka, Kan. His job was operation and maintenance of transmitters. Two years later he moved to Sheboygan, Wisconsin, where he installed and operated a 500 w broadcast transmitter.

KFKB Milford, Kan., had his services the next year. Weldon designed and constructed a new 5,000 w broadcast transmitter while in charge of this station.

Old Mexico beckoned in 1931, but it wasn't the senoritas or the tequila that attracted him. He was interested in constructing several high-powered transmitters, including the 100 kw of XEAW in Reynosa, the 150 kw transmitter in Villa Acuna, and design and construction of a 100 kw high efficiency power amplifier for station XEW in Mexico, D. F.

The transmitter at Villa Acuna needed to be stepped up to accomplish the purposes of the panacea peddling Dr. Brinkley. Weldon undertook the job in 1938. Design, construction and installation were completed in September of that year with a power output of 520 kw. The same eight tubes which were placed in the unit to begin tests were still in operation a year later. This was after a total use of 4300 hours.

The rectifier for plate power supply for the 500 kw transmitter was a steel tank, mercury arc type. Output rating was 100 amperes at 18,000 volts, using a two-element directional antena.

In his spare time Jim Weldon takes a postman's holiday by designing and tinkering with radio. In Mexico however, he found another interest—deer hunting. This relaxation con-

(*Continued on page 42*)

an announcement we have waited four years to make....

FM is more than the radio of tomorrow. FM is here, today . . . ready to do an outstanding institutional and selling job for alert, farsighted advertisers.

Here at WMFM we have paved the way for you. Programs have been carefully planned. Listeners have been soundly cultivated.

Since that day in April of 1940 when WMFM took to the air as the first FM station west of the Alleghenies, we have been building FM on a solid basis. We were, very frankly, looking forward to the day when we could honestly turn to you and say . . . "WMFM can do an important job for you in Wisconsin."

That day has arrived.

Today WMFM is thoroughly established as a pleasant listening habit in tens of thousands of Wisconsin FM homes. WMFM programs are producing advertising results.

Such outstanding national and local advertisers as Allis-Chalmers, the Boston Store, Plankinton Packing Co., General Electric Corp., Robert A. Johnston Co., First Wisconsin National Bank and Globe-Union have found that WMFM programs build prestige . . . increase sales.

Choice time on WMFM is available. Plan now on including WMFM in your fall schedule. One of the popular WMFM sustaining programs may be the perfect solution to your particular problems. If not, we shall be glad to work with you in developing the right program. Write, wire or phone

THE MILWAUKEE JOURNAL FM STATION

Member — The American Network

Corral the Facts!

. . . And use KOA "Sales-Calibre" shootin' irons in shooting at the Denver Market!

Here's *why* they use KOA brandin' irons on their *sales results:*

Dealer Preference
(68.8%)*

Listener Loyalty
(69%)**

Programs
(9 out of top 10)

Power
(50,000 Watts)

Coverage
(Parts of 7 states)

*Ross Federal Survey
**NBC Tale of 412 Cities

Few Stations in the Nation Can Equal KOA's Dominance!

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC
America's No. 1 Network

Our Respects to

(*Continued from page 40*)

sisted of boarding a ramshackle car and driving at breakneck speed through the mesquite of boulder strewn countryside with never a road for miles around. When a deer was encountered the hunters piled out of the jalopy and shot their quarry, usually at not less than 250 yards, using regular army rifles.

Small doses of this pasttime would last the average man a long, long time, but tall, spare Jim Weldon thrived on it. He even wants to do it again, come peace time.

By the time Weldon went to OWI in August of 1942, he had in back of him one of radio's most impressive records. His services had been used by KWKH Shreveport, Louisiana; WOAI San Antonio, Texas; the Federal Telephone and Radio Corporation, Newark, New Jersey, in connection with WABC—Columbia's key station for New York City located on Columbia Island in Long Island Sound, and WDOD Chattanooga, Tenn.

Jim Weldon married Dorothy Florell who was in radio and on the stage in Topeka, Kansas. They have two boys, Tom, 7, and Jimmy, 13. Jimmy is already an adept builder of model airplanes.

How does OWI feel about the services Jim Weldon is performing? One of many tributes came following the landings in North Africa. OWI needed to get news into outposts there, for relay to occupied Europe and elsewhere. The problems seemed insuperable. Here's what able Llewellyn (Johnny) White, until recently Chief of the Overseas News Features Bureau, said when OWI succeeded in getting news pouring into Africa from 9 in the morning until 10 at night:

"It's a big fat beginning and a feat which should make every man-jack in OWI proud of soft-spoken Jim Weldon."

Missourian Jim simply "showed 'em."

FIRST issue of a quarterly magazine *Television*, dated Spring, 1944, has been published by Frederick Kugel Co., New York. Pocket-size book contains articles by FCC Chairman James Lawrence Fly, I. A. Hirschmann of Bloomingdale Bros., O. B. Hanson of NBC, and others, as well as a report on the CBS proposals for post-war television and other matters of television interest.

Personal NOTES

J. R. POPPELE, secretary and chief engineer of WOR New York, has been named consultant radio engineer to the New Jersey State Police.

ALBERT V. (Bud) COLE, member of the Washington staff of BROADCASTING magazine and former Army lieutenant in the South Pacific, has joined NBC Washington as sales promotion manager. He has been awarded the Silver Star and Purple Heart.

WILLIAM BURKE MILLER, manager of NBC's public service department, has resigned to undertake a "special war assignment."

ARCH ROBB of the NBC program department has been promoted to the position of assistant to C. L. Menser, vice-president in charge.

ROY C. PORTEOUS, former assistant to Patrick J. Kelly, NBC supervisor of announcers, has been made assistant sales promotion manager of the National spot sales department.

HOWARD M. KEEFE, former western advertising manager of *American* magazine, has joined the Chicago office of the CBS network sales department, replacing Dudley Faust, who was to report at Quantico, Va., May 25 as a 2nd lieutenant in the Marine Corps.

PAUL E. CARLSON, for ten years associated with Charles H. Ditson Co., New York, as distributing executive for RCA Victor, has been appointed to direct merchandising of post-war electronic and television products for Allen B. Du Mont Labs., New York. He will maintain offices at Buchanan & Co., New York, agency handling the Du Mont account.

MARJORIE TAGGART WHITE, for the past year managing editor of *Tide* magazine, has joined the staff of Baldwin & Mermey, public relations counsel, New York. Mrs. White was formerly a script writer for WBBM Chicago.

HERBERT L. KRUEGER, commercial manager of WTAG Worcester, Mass., has been elected first vice-president of the Worcester Advertising Club.

ETHEL BELL, for approximately 18 months radio coordinator of Southern California Broadcasters Assn., Los Angeles, has resigned effective June 1.

GEORGE CRANSTON, manager of WBAP-KGKO Ft. Worth, Tex., has returned to his desk following recovery from several months illness.

DR. FRANK N. STANTON, CBS vice-president, has been elected to the board of directors of the American Film Center, New York.

C. HERBERT MASSE, sales manager of WBZ-WBZA Boston, is a machinists mate 1/c in the Coast Guard Temporary Reserve and has completed a week's intensive training program at Gloucester, Mass.

JERRY GEEHAN, sales manager of KMO Tacoma, Wash., has passed his Army Physical exam, but expects his induction to be delayed because he is over 26.

EDGAR R. CAPPELLINI, manager of KALB Alexandria, La. and veteran newscaster, has completed his 1400th newscast over the station for the Hemenway-Johnson Furniture Co.

REG. M. BROPHY, general manager of Canadian Marconi Co. and chief executive of CFCF Montreal, has been elected president of the Radio Manufacturers Assn. of Canada.

KEITH PACKER, new to radio, has joined the sales staff of CFCH North Bay.

HUME A. LETHBRIDGE, manager of CKLN Nelson, B. C., for the past five years, returns to CKOV Kelowna as assistant manager on June 15.

Canada Committee

A COMMERCIAL continuity committee has been established by the Canadian Assn. of Broadcasters and the Canadian Broadcasting Corp., to deal with the problem of improving the effectiveness of commercial continuities. Committee members, all of Toronto, are Lloyd Moore, manager of CFRB; Henry Gooderham, owner-manager of CKCL; John Tregale, sales promotion, All-Canada Radio Facilities; Jack Slatter, manager of Radio Representatives; Charles Jennings, CBC assistant general program supervisor, and Edgar Stone, CBC supervisor of program clearance.

CBS Celebrates

CBS Network of the Americas celebrated its second anniversary May 19, The network, which started with 76 affiliates, now has 102 stations in 20 Latin American republics. Five 50 kw CBS shortwave transmitters beam a variety of programs in Portuguese and Spanish daily to the southern countries for rebroadcast.

Formfit on MBS

FORMFIT Co., Chicago, believed to be the first in the foundation garment industry to use network radio, has signed for the Sunday 6:45-7 p.m. period on Mutual, through Buchanan & Co., Chicago. Program starring Dick Brown, vocalist, will be heard on 67 stations, beginning July 2.

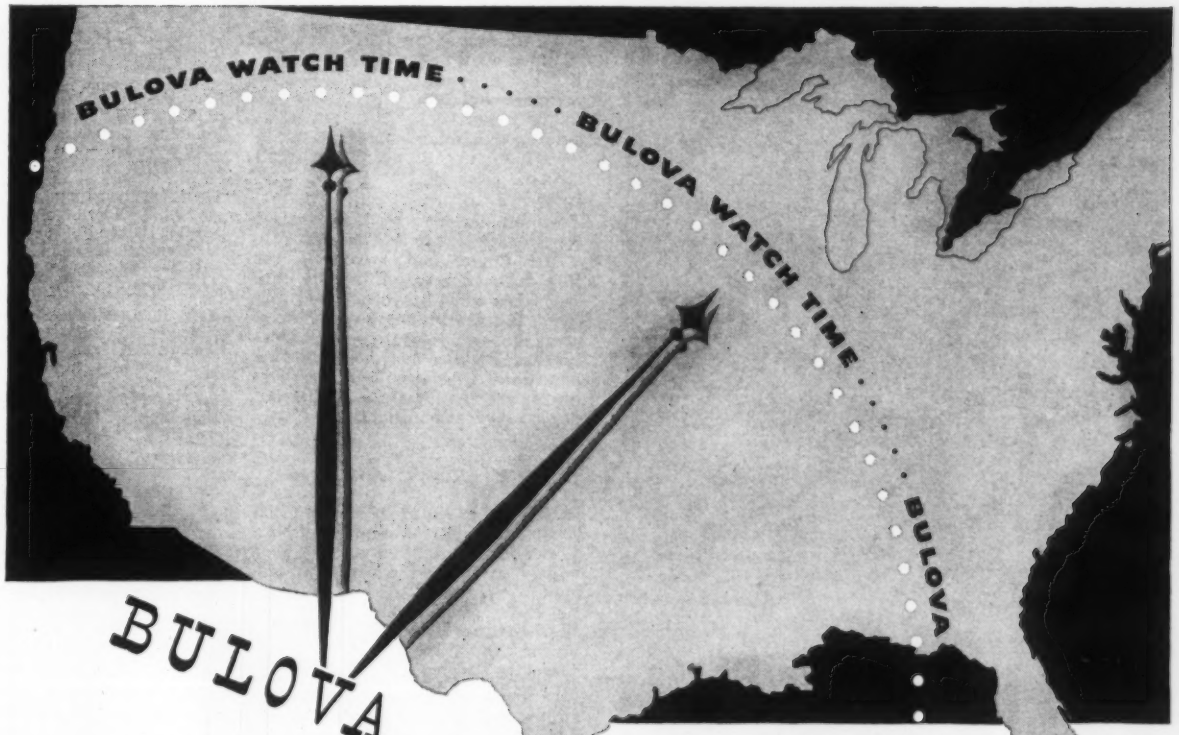
WE NEED IDEAS..

Ideas to help a large fashionable women's specialty store get results from advertising over a small station serving a rich residential area near New York City.

The object—To publicize this store (which has a high-class reputation) without cheapening it; to make neighborhood shoppers want quality merchandise without jeopardizing the store's standing with its long-established carriage trade.

We'll pay twenty-five dollars for each suggestion used. Send your ideas to Box K-49, BROADCASTING.

This advertisement, appearing also in FORTUNE *Magazine for June, is one of a* FORTUNE *series published in the interest of Radio Stations represented by John Blair & Company.*



BULOVA made Spot Broadcasting* history ...and Spot Broadcasting made Bulova history!

From the time that Bulova became one of the leading users of Spot Broadcasting, Bulova forged ahead as one of the leaders in the watch industry.

Today, by superlative timing of spots and stations, B-U-L-O-V-A is a name known to millions of radio listeners—and the Bulova time signal has become a symbol of accuracy and reliability.

Perhaps *your* company is a Bulova-in-the-making. Perhaps Spot Broadcasting can do for your business what it has done for so many others in which it has been used with vigor and imagination.

Certainly this is one of the most *flexible* of all advertising media . . . as Bulova and its advertising agency, the Biow Company, have proved. Cover the country with it if you wish—or harvest the good territories—or bolster the weak markets. You can hand pick your audiences—and you aren't confined to certain hours, specified stations or limited networks. Every town is a good "spot" town.

Do talk to your Advertising Agency about Spot Broadcasting. Then talk to a John Blair Man. He knows a lot about markets, merchandising, and especially, how to make radio advertising *work!*

**Spot Broadcasting is radio advertising of any type, from 25-word announcements to full-hour shows, planned and placed on a flexible market-by-market basis.*

JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Offices in Chicago • New York • St. Louis • Los Angeles • San Francisco

REPRESENTING LEADING RADIO STATIONS

WBZ-WBZA Boston were host May 17-18 to the Northeastern Conference of the American Assn. of Agricultural College Editors and nearly 50 representatives of the organization who met for the two day sessions which included radio topics.

LONGACRE THEATRE in New York last week was leased by MBS with programs scheduled to originate from there starting June 18. The network now has two theatres, the other being the former Theater Guild Playhouse.

In Kansas City

the Swing is to WHB

WANT A BOUQUET for being smart? Then buy WHB! 'Phone us for availabilities if you're considering spot programs or announcements in this booming market. "Your Mutual Friend" is Kansas City's Dominant Daytime Station...delivering the "most listeners per dollar" throughout the western half of Missouri and the eastern third of Kansas. For availabilities, call

DON DAVIS

KANSAS CITY — Scarritt Building — HArrison 1161
NEW YORK CITY—507 Fifth Avenue—VAnderbilt 6-2550
CHICAGO — 333 North Michigan Blvd. — CENtral 7980
HOLLYWOOD—5855 Hollywood Blvd.—HOllywood 6211

KEY STATION for the KANSAS STATE NETWORK

Kansas City Missouri • Wichita Kansas • Salina Kansas • Great Bend Kansas • Emporia Kansas

MONTHS: FEBRUARY-MARCH, 1944—KANSAS CITY

HOOPER STATION LISTENING INDEX

TOTAL COINCIDENTAL CALLS — THIS PERIOD 14,677

	Station A	Station B	Station C	Station D	WHB	Station E
MORNING INDEX MONDAY THRU FRI. 8-12 A. M.	6.8	8.6	30.5	18.0	29.9	4.4
AFTERNOON INDEX MONDAY THRU FRI. 12-6 P. M.	12.2	6.5	20.2	31.9	25.2	2.9

Payne Elected Officer Of Finch Organization

GEORGE H. PAYNE, who failed of reappointment to the FCC a year ago, has been elected a vice-president and director of Finch Telecommunications Inc., and will serve in a business and financial capacity. The company, founded by W. G. H. Finch, radio engineer and facsimile inventor, now a commander in the Navy, is headed by Dr. James Bradford. Two plants, on war production work in radio, are at Passaic, N. J.

Mr. Payne

Mr. Payne had served on the FCC from its creation in 1934 until last June, when his second term expired. He was reappointed by President Roosevelt only to see the nomination withdrawn the following day. Chief Engineer E. K. Jett was his successor on the Commission, named several months later.

WFD Names Smith

ROBERT J. SMITH, account executive with Mutual and WOR New York for eight years, has been named to succeed Emerson Waldman as chief of the radio section, War Finance Division of the Treasury Dept. Mr. Waldman resigned in April to enter the Service.

Mr. Smith

As an account executive at MBS, Mr. Smith supervised work done by the station relations, merchandising and promotion departments on several of Mutual's largest accounts. At WOR he was a member of the Million Dollar Club and Sales Committee. He was formerly on the sales staff of WNEW New York and at one time promotion director of WFAS White Plains, N. Y. Before entering radio, Mr. Smith was partner in the merchandising and sales counsel firm of Smith & Williams, New York, servicing retail accounts.

Warner Full Colonel

ALBERT L. WARNER, former chief of the CBS Washington news bureau and network news analyst, last week was promoted to a full colonelcy in the Army reserve. Col. Warner was commissioned a major about two years ago and joined the Army public relations branch as assistant chief of the news division. He was promoted to chief of the War Intelligence Division, with rank of lieutenant colonel, within the last year. Col. Warner is still heard on the air on the *Army Hour* over NBC Sundays, for the War Department's official war news summary of the week.

Col. Warner

BEHIND the MIKE

LYMAN BRYSON, director of education for CBS and professor at Teachers College, Columbia U., has been elected to the presidency of the American Assn. for Adult Education.

JOE ALVIN, of NBC Hollywood publicity staff, has been named coordinating radio director of Fifth War Loan Drive in the Los Angeles area.

RUTHE MILLER, former assistant to Frank Chizzini of NBC Radio Recording Division, has joined the staff of Neblett Radio Productions, Chicago, as manager of the transcription department.

ALICE SANTTI, commercial traffic manager of WEEI Boston and assistant to Kingsley Horton, sales manager, has been promoted to the New York office. She will be in charge of the clearance department for Radio Sales Inc., CBS spot sales department.

MICHAEL J. BOSCIA, associated with the radio publicity department of Young & Rubicam, New York, has resigned to join the CBS press department.

DAISY BACHAM, commentator of National Commercial Broadcasting Service, Wellington, New Zealand, is in Hollywood cutting a series of 20 recordings on her impressions of the United States for NCBS.

GERRY HILL, former junior announcer of CFCH North Bay, is now overseas with the Royal Canadian Air Force.

RUSS NICKLE, former announcer of CJKL Kirkland Lake and program director of CFCH North Bay, has been promoted to flying officer with the Royal Canadian Air Force overseas.

LESLIE SCOTT, former announcer of KFWB Los Angeles and KNOW Austin, has joined the announcing staff of WBYN New York.

ABRAM CHASINS, WQXR New York musical consultant, has received a special citation from the National Assn. for American Composers and Conductors.

DENIS PLIMMER, formerly of the foreign news staff of *Time* magazine, has joined WQXR New York as news commentator.

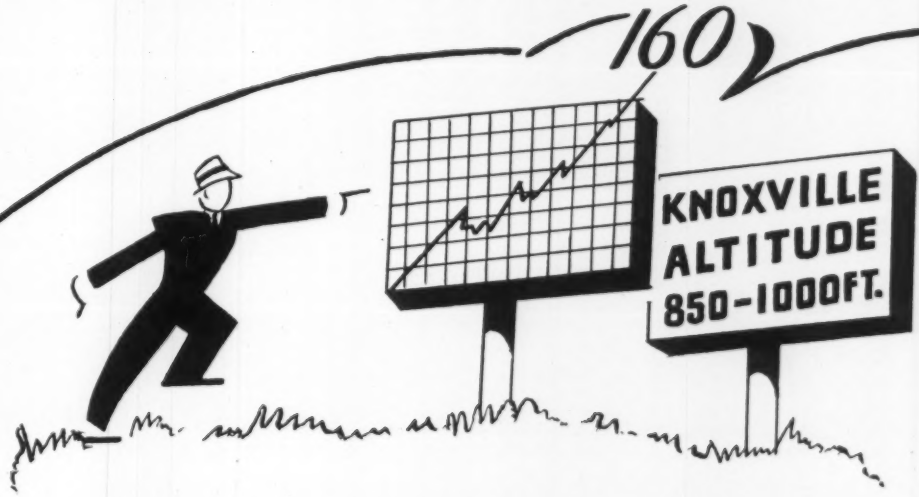
PAUL DAUGHERTY has shifted from the announcing staff of WKMO Kokomo, Ind., to WCKY Cincinnati.

If you buy or plan advertising for Iowa, you need

THE 1943 IOWA RADIO AUDIENCE SURVEY

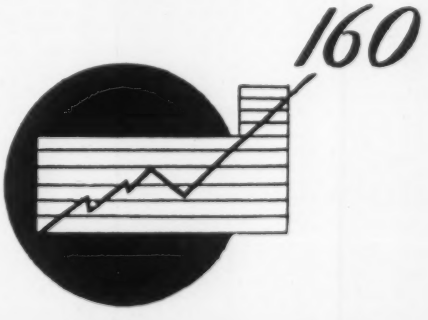
gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to

CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa



Our ALTITUDE is set... But Our MARKET is soaring

Right! The Knoxville market is still soaring. Take advantage of this steady, healthy growth of prosperous city-farm areas. And . . . at the same time, remember that you can expect big returns from your post war planning in the Knoxville market, for large industries have been locating in this area to benefit from the TVA low cost and plentiful power. Include Knoxville in your plans. According to Sales Management's "Retail Sales and Services Forecast for June 1944", with June 1943 as a base of 100%, Knoxville showed an increase to 160% . . . still leading the nation.



Quick Facts

Knoxville: Now a city of more than 200,000 . . . Metropolitan Area includes ALCOA and other big industries . . . Has highest percentage radio homes and white population of any Tennessee city.

WNOX WROL WBIR

KNOXVILLE • TENNESSEE • HOME OF TVA

it's cheaper to sell Durham* with WDNC

COLUMBIA NETWORK

*NORTH CAROLINA

Represented by Howard H. Wilson Co.

MARION ANNENBERG, former sales promotion manager of Popular Science Pub. Co., New York, and previously promotion and publicity director of WCAE Pittsburgh, has been appointed assistant to Harold Coulter, manager of audience promotion, MBS New York. She succeeds Robert Anthony who resigned to become sales promotion director of WHN New York.

BUCK CANEL, NBC international sports commentator, is broadcasting baseball news to Latin America for the fourth consecutive year.

CATHERINE A. WHITEFIELD, former assistant advertising manager of Rose-Derry Co., Newton, Mass., has been named to the sales promotion staff of WABC New York. Alice Gershon of station's program department, transfers to sales promotion. Natalie Flatow, formerly in women's program section, takes over Miss Gershon's program post.

WENDEL PORTER has left WRJM Racine, Wis., to join WROK Rockford, Ill., as announcer. Dorothy Bowne, formerly in the program department of KROD El Paso, is now on the WROK sales and script staff. Helene Kimberley Chekouras, former staff pianist, is now with the station's program department.

BOB McCOY has joined the announcing staff of KIRO Seattle following release from the Army. He formerly was with WIND and WAAF Chicago.

RUBY UNRUH, former secretary to Ed Lally, program director of WBAP-KGKO Ft. Worth, Tex., is now assistant traffic manager for the stations. Harold Coley, formerly of KSAM Huntsville, Tex., and recently discharged from the Army, has joined the WBAP-KGKO announcing staff. H. M. Terry, announcer formerly with KTBC Austin and KFYO Lubbock, Tex., is also a new member of WBAP-KGKO.

ESTELLE SOUTHARD, assistant traffic manager of WBAP-KGKO Ft. Worth, Tex., has resigned. She was married to E. C. Johnson Jr. April 29.

BESS LYMAN, continuity editor of WINN Louisville, has assumed additional duties as publicity director.

BOB JOHNSON, formerly with WJAR Providence, R. I., is new addition to the announcing staff of WNOX Knoxville, Tenn. Betty Huston shifts from KHMO Hannibal, Mo., to WNOX as continuity writer and women's commentator.

AL BROWN, former announcer of KSRO Santa Rosa, Cal., has joined KMJ Fresno, Cal.

WILLIAM E. LAWRENCE, supervisor of the NBC Chicago transcription production department, has been named a production director. Mr. Lawrence, who replaces Jack Simpson as director, will continue to supervise transcription productions until a successor is named.

LESTER D. CULLEY, Hollywood recording supervisor of NBC Radio-Recording Division, has been promoted to western division recording supervisor. S. A. Caranchini has taken over Mr. Culley's former duties.

JOHN K. CHAPEL, head of KROW Oakland, Cal. news bureau, is the father of a boy.

STUART MUNSON, released from the Army, has been added to the announcing staff of WMT Cedar Rapids.

VICTOR SIDNEY BEST, former announcer of WHLD Niagara Falls, N. Y., is a new member of WFBL Syracuse.

M. LEONARD MATT, news commentator of WDAS Philadelphia, will serve as public relations chief of the encampment of the Pennsylvania State Guard at Indiantown Gap next month.

TED OBERFELDER, promotion director of WFIL Philadelphia, is conducting a series of lectures on radio promotion and advertising at the U. of Pennsylvania.

Lt. Watts a Prisoner

LT. LOWELL WATTS, a member of the farm department of WLW Cincinnati until he entered the Army Air Forces three years ago, has been reported a prisoner of the Germans, according to word received by Howard Chamberlain, WLW program director. Lt. Watts was previously reported missing after his bomber, the Blitzin' Betsy, was seen descending over Holland after a mission over Germany.

PAUL PHILLIPS and Floyd Ryel have been added to the announcing staff of WCAU Philadelphia.

ISOBEL FROST and Joe Midmore, both formerly of CKWX Vancouver, have been married in Montreal. Mr. Midmore is now with the Royal Canadian Air Force, stationed at Montreal.

MALCOLM NEILL, assistant station relations supervisor of CBC Toronto, is in Regina, Sask., to supervise election broadcasting for the Saskatchewan provincial election which takes place June 15.

JOHN BAIRD, released from the Army and former announcer of KFOX Long Beach, Cal., has joined KMPC Los Angeles in a similar capacity.

GILBERT WALES, former commentator of KPAS Pasadena and prior to that on the staff of KPO San Francisco, has joined KMPC Los Angeles.

JOHN McCLAIN, announcer of KROY Sacramento, has shifted to KROW Oakland, Cal.

JOHN MURRAY, writer on the Weekly NBC *Red Skelton Show*, and Patricia Shaw, receptionist of CBS Hollywood, were married in Los Angeles on May 6.

LARRY MEIER, MBS correspondent now stationed in London, has been awarded the Purple Heart for wounds received during the Dieppe raid in August 1942. Mr. Meier, only correspondent to accompany the American "Rangers" on the attack, was presented with the award in London by Brigadier General Royal B. Lord.

HERBERT CLARK, former correspondent in South America and Europe for United Press and more recently for the New York *Herald Tribune*, has joined the London news staff of the Blue.

WADE ARNOLD, former chief of the radio section of the Office of Civilian Defense in Washington, has been named assistant manager of NBC's script division, reporting to Dick McDonagh, script head. Mr. Arnold was with NBC in 1929 as a member of the press department, later moving to the script division where he remained for eight years.

JOHN JANSSEN replaces Frank Baker, now a 2nd lieutenant in the Marine Corps, as producer of *Safety Legion Time*, WGN Chicago.

ERLAND ECHLIN is now public relations director, news editor and commentator of CKNX Wingham, Ont. He formerly was a member of the CBS staff in London and previous to that with *Time* and *Newsweek* magazines.

PHILIP STALEY has been appointed production manager of WCOL Columbus, Ohio. He was formerly with WOSU Columbus and WING Dayton, Ohio.

WALTER B. PRICE is a new member of the KLZ Denver news staff.

JOHN GORDON, program director of CKLW Windsor-Detroit, has contracted scarlet fever.

H. C. GOBEL, following release from the Army, has been named continuity editor of WWNC Ashville, N. C. He formerly was with WOPI Bristol, Tenn.

H. WILLIAM KOSTER of WPRO Providence, R. I., is the new assistant program director in charge of production at KWK St. Louis.

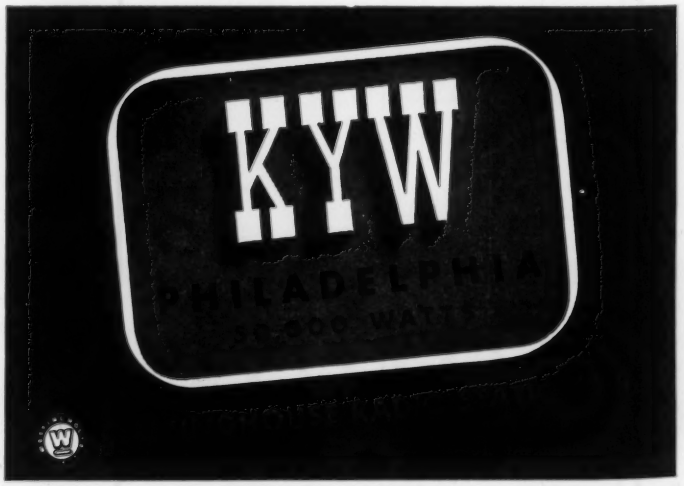
BILL RHODES Jr., released from the Service, has joined the announcing staff of KMO Tacoma, Wash. Glenn Huston, KMO announcer, will report for Army induction soon. Ruby Richardson has joined KMO as a continuity writer. She formerly was with KOMO-KJR Seattle.

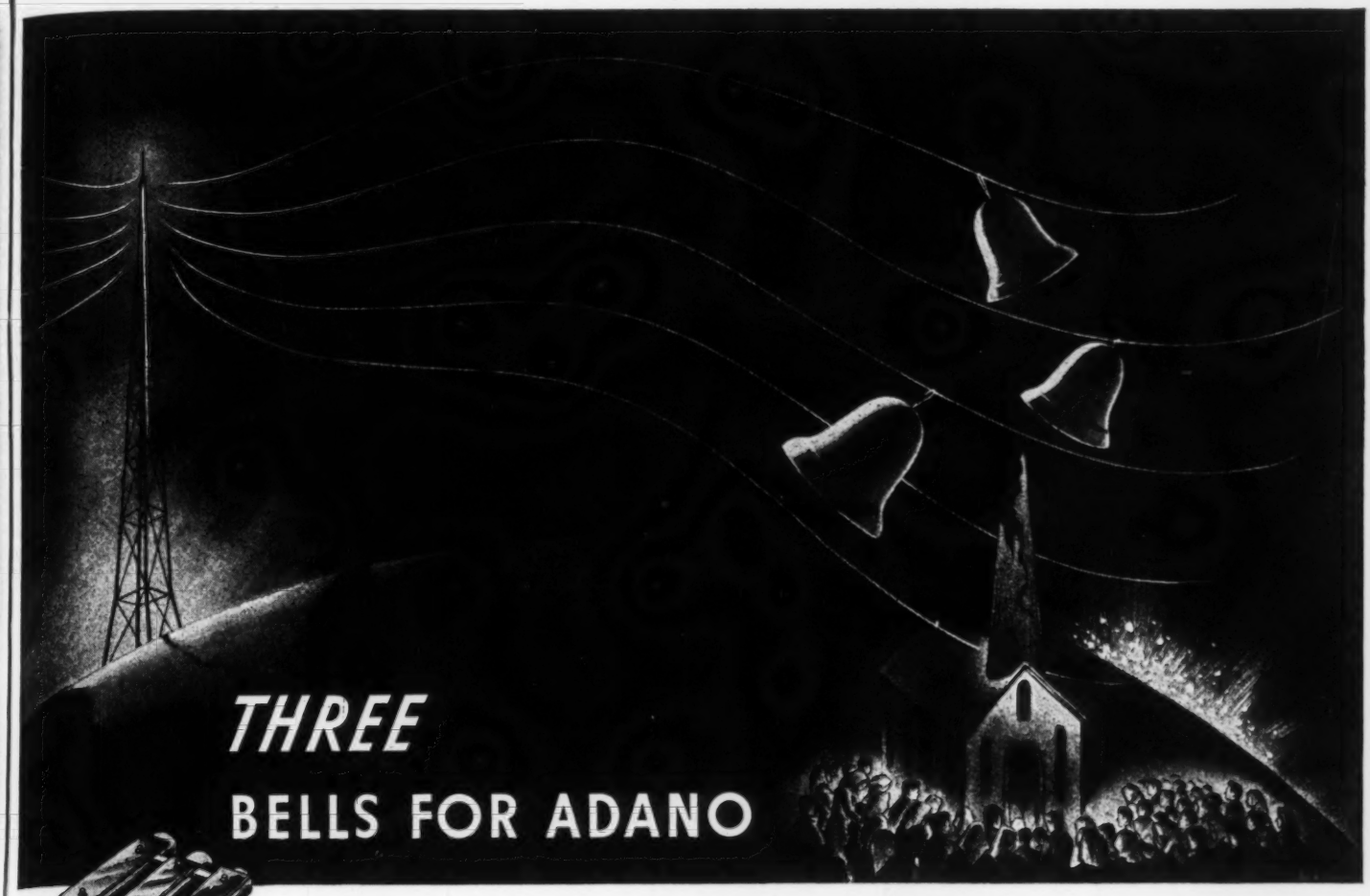
ED MASON, farm program director for WLW Cincinnati, will be in Washington, D. C., the week of May 29 to gather material for *Everybody's Farm Hour*, *From the Ground Up* and *Chore Time*. Mr. Mason will spend most of his time at the Dept. of Agriculture and the Government experimental farm at Beltsville, Md.

HAL LANSING, for the past 10 years announcer and production manager of WTCN Minneapolis, has joined the WGN Chicago announcing staff.

Coast Institute

SECOND ANNUAL Radio Institute, conducted in cooperation with NBC by the U. of California at Los Angeles, opens June 26 for a six-week summer session. NBC instructors include Frank Barton, supervisor of announcers for the western division; Frank A. Berend, general sales manager; Art Brearley, studio and field engineer; Lewis S. Frost, assistant to the vice-president; Andrew C. Love, director and script editor; Arnold Marquis, writer-director and Don F. Martin, director of news and special events.





Hundreds of Adanos, known by other names and scattered throughout the world, find daily consolation in bells the Axis hasn't been able to silence —the NBC chimes.

Every night and day of the year, America's best-known radio signal rings through friendly and enemy countries alike, carrying hope among the downtrodden...sounding a warning to this nation's enemies . . . echoing a welcome and familiar note to Americans fighting abroad.

An Italian prisoner now in the U. S. writes: "*When I think how the voice of NBC brings daily comfort to so many Italians suffering in the homeland under the German heel, I should like to shake your hand.*"

Long before Hitler marched into Poland, NBC began broadcasting in six languages over two powerful international short-wave transmitters beamed to various parts of the world. Countless hundreds abroad learned to rely on NBC for news and entertainment.

Pearl Harbor marked the beginning of increased, and ever increasing co-operation between the Government and NBC. Its International Division became a hard-hitting front-line weapon in the field of psychological warfare.

* * *

NBC's international broadcasts began as an experiment . . . just one of the many types of experiments NBC carries on constantly to maintain its leadership in radio. It is the results of these experiments . . . experiments in many fields . . . which help keep NBC out in front, help make NBC "*The Network Most People Listen to Most.*"

They all tune to the

National Broadcasting Company

It's a National Habit

America's No. 1 Network

NBC

A Service of Radio Corporation of America

We're now
BASIC BLUE!

RESULTS *for Advertisers Is the* **ANSWER!**

For Availabilities write, wire or call

WINN
LOUISVILLE
with
WINN
Your
BLUE NETWORK STATION *in*
LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

TITLED "The Territory of the Future," the Cowles stations (KRNT Des Moines, WMT Cedar Rapids, and WNAX Yankton, S. D.) have issued a promotion piece designed to reveal that Iowa, center of America's number one agricultural market, ranked first in national farm income last year. Cover and first eight pages of the promotion brochure are cream-colored stock, with brown artwork and type. Remaining 34 pages feature coverage and mail maps of the three stations, along with farm statistics, program availabilities, listening indices, telephone surveys. Brochure binding is white spiral.

* * *

WTAG Invasion Map

WTAG Worcester is distributing Rand-McNally Global-War maps, featuring the European battle areas on one side and the eastern hemisphere on the other. WTAG advertising on the map tells the reader the station is 580 kc on his dial and that WTAG is "first with the news, first in public service."

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N. B. C.

MISSISSIPPI
BUSINESS ACTIVITY
UP 13%

Business activity in Mississippi is continuing its upward trend, despite the heavy increases made during the first two war-years.

In the Jackson area—an area "blanketed" by WJDX—business activity increased 13.3 per cent over March 1943.* This increase was made notwithstanding a 16 per cent increase in March of 1943 over March of 1942.

The discovery of new oil fields, the location of new industries and the continued increase in agricultural income has made Mississippi one of the most promising and profitable markets in the South.

WJDX dominates the GROWING MISSISSIPPI MARKET. Let the "Voice of Mississippi" speak for you in Jackson and in Mississippi.

* Mississippi Business Review

Owned and Operated by
LAMAR
LIFE INSURANCE
COMPANY
JACKSON MISSISSIPPI

Merchandising & Promotion

Cowles Brochure—WTAG Invasion Map—Car Cards Invasion Tickets—WLW Tributes

Union Pacific Promotion

UNION PACIFIC Railroad is making extensive use of its nationwide organization of ticket agents, general agents and other representatives to promote its NBC series *Your America*. For the premiere, general agents arranged parties for local radio and press representatives. Weekly receptions were held in Washington for members of Congress and other leading citizens of the 13 western and midwest states which were saluted in the first series of broadcasts. Railroad's advertising department sent out 526,000 letter enclosures listing 46 stations carrying the program. Other promotion included distribution of information about *Your America* and list of stations in Pullman berths on the UP, table tent cards, ads in UP timetable folders, stickers for dining car menus and window displays for ticket offices.

* * *

WFIL Car Cards

WFIL Philadelphia is now using a weekly total of 600 dash cards featuring WFIL programs on the city street cars in a tie-up with the Philadelphia Transportation Co. Inside the cars, 1,400 cards will receive a 10-day showing every month. Suburban areas will also be covered with 300 double-sized cards each month.

* * *

KOIN Portfolio

PORTFOLIO of reprints of seven institutional advertisements has been prepared by KOIN Portland, Ore. Ads feature KOIN's noncommercial programs stressing the varied community service facilities provided as a public service by the station.

* * *

WJBK Promotion

STREETCAR and bus cards as well as newspaper advertising are being used by WJBK Detroit to announce the inauguration of war news roundups at hourly intervals, 'round the clock, seven days weekly on the station.

WQAM Brochure

BROCHURE released by WQAM Miami reviews in booklet form the public service records of the station for 1943. Brochure contains a badge on its cover given by the station to denote 10 years employment service and now worn by nine of the station's personnel. Pictures of station employes in the service, replacements, War Bond drives, recruiting, Army morale, inter-American affairs, Red Cross, home front, and letters of commendation are included.

* * *

Invasion Tickets

FREE TICKETS to the Invasion are being distributed by KTFI Twin Falls, Ida., offering listeners a ringside seat through the service of the station. Ticket stub provides space for holder's name, address and phone number and can be mailed to KTFI so that the outlet can call should D-Day operations begin during the night. Tickets are included in May program schedule which also lists new commercial accounts contracted during the month of April.

* * *

WLW Tributes

TO HONOR the small midwestern town as a vital "Fragment of America", WLW Cincinnati is starting a series of trade paper advertisements, featuring photos of the small communities in the WLW four-state area—Ohio, Indiana, Kentucky and West Virginia—explaining their significance in the American scene as places where "folks live, and work, and play, and love, and wed and rear their young."

* * *

WPTF Folder

REPRINTS from WPTF Raleigh, N. C. 1943-1944 series of listener advertisements are being distributed as a promotion piece by the station. Ads feature the outlet as "North Carolina's Most Popular Radio Station" and were run in the Raleigh *News & Observer*, Durham *Herald* and Durham *Sun*.

A Proven Sales Medium

IN WBNX SERVICE AREA THERE ARE:

2,450,000	Jewish Speaking Persons
1,522,946	Italian Speaking Persons
1,236,758	German Speaking Persons
661,170	Polish Speaking Persons
200,000	Spanish Speaking Persons

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

Combat Glassware by *Western Electric*

RANGING in size from tiny tubes not much larger than a lightning bug to six foot giants, Western Electric vacuum tubes are doing an all-out war job today. They serve in planes, in tanks, on naval vessels—in fixed radio transmitters and receivers—in the *electrical* gun director and those amazing electronic weapons which put the enemy on the spot.

To meet the tremendous needs of war, our tube shop personnel has been multiplied many times. And turning out vacuum tubes by the millions is just part of Western Electric's work as *the nation's largest producer of electronic and communications equipment for war.*

Buy War Bonds regularly—all you can!

75TH ANNIVERSARY

Western Electric

ARSENAL OF COMMUNICATIONS EQUIPMENT

First

PAST

21 years of continuous leadership. Programs, public service, alertness . . . and of course . . . advertiser's preference.

First

PRESENT

All surveys agree WRC leads morning, afternoon and night.

First

FUTURE

Washington will have the first NBC television station to be constructed after the war.

But This is the Usual Story for WRC

We've Been FIRST Continuously Since 1923

WRC

NBC Washington

Radio Advertisers

WARD BAKING Co., New York, adds to the list of cooperative network programs promoting its breads and cakes locally with a contract for the Blue program *Dick Tracy*, five-times weekly on WNAB Bridgeport, effective May 29. Firm already sponsors four cooperatively-sold Blue programs. Agency is J. Walter Thompson Co., New York.

JOHN M. McKIBBIN has been appointed assistant to the vice-president of Westinghouse Electric & Mfg. Co., Pittsburgh. Formerly manager of the company's application data & training department, Mr. McKibbin's new responsibility will include all product and industry advertising, in addition to his present duties.

MIDDLEBROOKE LANCASTER Inc., New York, is planning participations for Nutrine Hair Products. Agency is Slans & Maury Adv. Co., New York.

HENRY A. MACKEY, of the advertising staff of the U. S. Rubber Co., New York, has been appointed manager of advertising and sales promotion for the Gillette Tire division of the company.

SPEAR & Co. has renewed sponsorship of *Streamlined Fairy Tales*, heard thrice-weekly on WCAE Pittsburgh. Program will be aired through June 16, when the store discontinues for the summer, to be renewed in the fall.

CHARLES E. ZIMMERMAN Co., Chicago, renewed sponsorship May 27 of its quarter-hour musical *Sewing Machine Program*, Saturdays, WGN Chicago. Contract is for 13 weeks. Agency: A. N. Baker Adv. Co., Chicago.

S. F. LAWRASON Co., Toronto (Snowflake Ammonia) on May 19 renewed to June 30, *Name It* on CFRB CHML CFCO and CHEX, Fridays, 8:45-9 p.m. Agency is MacLaren Adv., Toronto.

TAYLOR REA Corp., Los Angeles (Studio Girl shampoo), in a local campaign currently is using daily spot announcements on KIEV KFVD KPAS and in mid-June expands to San Francisco, San Diego and Chicago areas. Agency is Robert F. Dennis Inc., Los Angeles.

THE CROSLEY Corp. manufacturing division is sponsoring a new variety program *An Evening at Crosley Square* on WLW Cincinnati (Crosley station), Sunday 6-6:30 p.m. Program features Phil Davis Orchestra and the Crosley Choristers. Agency is Roy S. Durstine Inc., New York.

WILLIAM WRIGLEY Jr. Co., Chicago (chewing gum), begins sponsorship June 1 of a spot radio campaign on approximately 98 coast-to-coast stations, (with more to be added), to explain why all of its standard brands of gum are now being shipped overseas. Contract for 4 weeks was placed through Ruthrauff & Ryan, Chicago. Chain breaks will be carried on the following stations:

KWK KMOX KXOK KSD WGY KTUL KVOO WTOP WMAL WOL KRLD WRR KFJZ WWL WHO KRNT WXYZ WJR CKLW WAGA WSB WGST WTMA WCSC WAPI WBRC WSGN WDSU WNOE WSMB WSAV WTOC KTRH KPRC KXYZ WPDQ WMBR WJAX WQAM WIOD WFTL WDAE WIRE WISH WIBC KMBC KCMO WHB WNOX WROL WHAS WAVE KOIL WOW WCAE WJAS KDKA WPTF WRAL WRNL WMBG WRVA WAPO WDOD WBBM WENR WCKY WLW WKRC WGAR WHK WCAU KYW WFIL WREC WMC WMPS WHBQ WSM WLAC WSIX WOR WJZ WHN KOMA KOCY WFBR WCAO WCBM WNAC WHDH WEEI WBZ WCHS WGKV WBT WAYS WSOC.

Tea Bureau to Resume

TEA BUREAU, New York, representing tea growers of Dutch and British possessions, is doubling its over-all budget for the year starting in October, and will resume advertising, on a limited scale after a lay-off of two or three years. Media plans not set. Agency is William Esty & Co., New York.

C. LUDWIG BAUMANN & Co., Brooklyn furniture store, has signed a 30-week contract for a five-times weekly *Washington Front* commentary by Estelle M. Sternberger on WQXR New York. Company used radio about two years ago. Business is placed direct.

HOME OIL DISTRIBUTORS Ltd., Vancouver, on June 25 starts Sunday evening *Summer Concert* from the open-air bowl in Stanley Park, Vancouver, on CBR Vancouver. Account was placed direct.

SWIFT & Co., Chicago, makers of Bland lard, and the American Maize Co., manufacturers of Fluf-tex, are sponsoring a participation series in the *Yankee Kitchen* on WNAC and Yankee Network.

CHRISTOPHER CANDY Co., Los Angeles (wholesale), expanding its schedule, has started sponsoring the weekly quarter-hour transcribed *Songs of Good Cheer* on KFSD San Diego and KGO San Francisco. Contracts are for 52 weeks. Firm also sponsors that program on KHJ Hollywood, with weekly five-minute *Story of the Week* on KECA Los Angeles. Agency is Hillman-Shane-Breyer, Los Angeles.

FORE PRODUCTS Co., New Orleans, has retained Specialty Sales, WLW Cincinnati subsidiary, to handle 13-week spot announcement and chain break campaign in WLW area for H-F Athlete's Foot Medicine. Agency is Stevens, Howcott & Halsey, New Orleans.

EMBASSY DAIRY Co., Washington, D. C., has started a new series of weekly quarter-hour children's dramatic programs *Once Upon a Time* on WINX Washington to promote its homogenized milk. Contract for 13 weeks was placed through Lewis Edwin Ryan Co., Washington.

PLASTICS INDUSTRIES Technical Institute, Los Angeles (school), has appointed Beaumont & Hohman, Los Angeles, to handle its advertising.

AMERICAN HOME PRODUCTS Corp., Jersey City, N. J. (Anacin) has renewed *So the Story Goes*, featuring Johnnie Neblett, on 3 Canadian stations, effective June 19. Program is carried on CBM Montreal, CFRB Toronto, and CKY Winnipeg. Contract is for 13 weeks. Agency is Dancer-Fitzgerald-Sample, N. Y.

LIBERAL PARTY of Saskatchewan, Regina, started May 17 quarter-hour provincial network broadcasts several times weekly during the Saskatchewan provincial election, which takes place June 15. Account was placed by R. C. Smith & Son, Toronto.

CATALOG supplement No. 95, containing a listing of radio and electrical parts available for immediate delivery, has been issued by Lafayette Radio Corp., Chicago, through its agency, Shappe-Wilkes, New York.

Only a few major markets of the nation can boast of either a savings total per family or a per capita savings comparable to Worcester's. As reported by the banks on March 1, 1944, this figure of $4000 per family and $1077 per capita runs 19.2% higher than 1940.

Both industry and agriculture have a hand in this record — a sample of the huge buying income that makes Worcester and Central New England a BIG MARKET. Radio listening preferences are preponderantly in favor of WTAG — a BIG STATION inside of this big market.

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG 7M WORCESTER

ASSOCIATED WITH THE WORCESTER TELEGRAM-GAZETTE

BASIC CBS

Agencies

AGENCY set up by C. R. Gigli at 551 Fifth Ave., New York [BROADCASTING, May 15] will be known as Century Adv. Firm will handle advertising of R. Romano & Sons, New York, which starts promotion of Romano Wines on WOV New York.

ALBERT WOODLEY Co., New York, has moved to 500 Fifth Ave., Telephone is Wisconsin 7-0830.

FLOYD HOLM, production-director, who has been with NBC's Chicago and New York offices for the past nine years, has joined the radio department of Compton Adv., New York, as program supervisor on *Truth or Consequences*. John Gordon, supervisor of evening programs at Compton, leaves June 9 to join the Marine Corps Reserve as second lieutenant in the aviation division.

MURRAY BOLEN, at one time with Ruthrauff & Ryan as producer of *Amos 'n Andy* for Lever Bros., becomes radio director of the Hollywood office of Compton Adv. on June 1.

FRANK N. RIGGIO, formerly on the copy staff of Ruthrauff & Ryan, New York, has joined Dancer-Fitzgerald-Sample, New York, as radio and publications copywriter.

CHARLES O. HUSTING, account executive with Young & Rubicam, Chicago, has joined Leo Burnett Co., Chicago.

MARION FAY has joined Robert F. Dennis Inc., Los Angeles agency, as copy chief. She was formerly in the advertising department of Forest Lawn Memorial Park Assn., Glendale, Cal.

KATHERINE BOWLEY, for the past seven years in the advertising department of J. W. Robinson Co., has joined Logan & Arnold, Los Angeles agency, as copy chief on fashion and food accounts.

BROADCAST ADV. Co., Los Angeles agency, has moved to new offices at 3055 Wilshire Blvd. Telephone is Exposition 1339.

A. W. LEWIN Co., New York, has moved to 40 E. 49 Street, New York, New telephone number is Eldorado 5-3545.

ALICE McCAFFERY, formerly of Pedlar, Ryan & Lusk, New York, has joined Kenyon & Eckhardt, New York, as radio commercial writer.

WARREN GERZ has resigned from the Blue network publicity staff in New York to join the Hollywood publicity staff of Young & Rubicam effective June 1.

WELDON MELICK, formerly of the editorial staff of *Liberty* magazine and contributor to *Reader's Digest* and *Coronet*, has joined the creative staff of The Clements Co., Philadelphia agency.

HARRIETT HARRIS, former copy chief for Irwin Vladimir & Co., New York, has joined the copy staff of Morse International, New York.

ROBERT SEIDEL, former president and radio director of Seidel Adv. Corp., Washington, D. C., has been named radio promotion manager of Billboard Pub. Co., New York.

JOHN R. LIVINGSTON, formerly of the sales staff of WRJN Racine, Wis., has joined the William G. Rambeau Co. as radio representative.

JOE BIGELOW, Hollywood writer-producer of J. Walter Thompson Co., shifts to the agency's New York staff on permanent assignment in early June.

FEATURE BUREAU, script service for women's programs, has opened new offices in the Newsweek Building, 152 West 42nd St., New York.

Henry Kaiser last year needed homes in the already bulging Bay Area for workers coming to build ships at the Richmond Maritime Commission shipyards. The first 5-minute program on located 60 living units . . . the first 15-minute show located 248! Proving Bay Area folks really respond when you use KPO.

KPO's the only 50,000 watter west of Salt Lake, north of Los Angeles, south of Seattle and east of Moscow

KPO
SAN FRANCISCO

THIS IS THE NATIONAL BROADCASTING COMPANY
A SERVICE OF THE RADIO CORPORATION OF AMERICA
Represented by NBC SPOT SALES

in the CONTROL ROOM

JOHN F. DRYER Jr. has joined the engineering staff of Amperex Electronic Products Inc., Brooklyn, N. Y., to work on development of power and control tubes for use in industrial application.

WILLARD KIRCHOFF has joined the CBS technical operations department.

JAY L. (Pete) TAYLOR has joined Hoffman Radio Corp., Los Angeles, as senior engineer. He was formerly with Colonial Radio Corp.

HELMER ANDERSEN, KNX Hollywood engineer, has been appointed supervisor in charge of shortwave transmitter installation and operation of KCBA-KCBS now being constructed by CBS for OWI use at Delano, Cal.

CONO DE ALTO has been added to the recording division of WOR New York.

BILL PIEKARSKI, former transmitter operator of CKGB Timmins, Ont., is now stationed with the Royal Canadian Air Force in Newfoundland, and is assistant operator of the RCAF station VORG, operated by Bob Harvie, former announcer of CHEX Peterborough, Ont.

DOUG CARVETH, former operator of CJKL Kirkland Lake and CKVD Val d'Or, Que., now with the Royal Air Force Transport Command at North Bay, Ont., is convalescing from an emergency operation.

Joins KXOK

EX-SERVICEMAN Neal Piestrup, who was interviewed by Virginia Davis on her KXOK St. Louis *Jobs for Heroes* program, now "rides the gain" each day for the same program as relief control room engineer for the St. Louis outlet of the Blue.

EDWARD RUGGLES, technician of OWI San Francisco, has joined CBS Hollywood as maintenance engineer. James Le Shaum of KMPC Los Angeles, has also joined the network's engineering staff.

MAJ. IRVING FOGEL, head of technical production section of Armed Forces Radio Service, Hollywood, has been assigned overseas duty.

CAPT. H. C. O'DONNELL, USMC, former announcer and engineer at KVCV Redding, Cal. and KHUB Watsonville, Cal., and recently returned from duty overseas, married Ruth Dozier of Redding, Cal. on April 24 in San Diego.

OLIVER L. ANGEVINE, radio-telephony engineer of the Stromberg-Carlson Co., has been elected chairman of the Rochester, N. Y. section of the American Institute of Electrical Engineers. Ernest B. Kempster Jr. was elected vice-chairman and secretary. Dr. George R. Town, mangaer of research and engineering for Stromberg-Carlson, was named section treasurer.

WILLIAM MONTGOMERY, production coordinator for John Meek Industries, manufacturer of radio equipment, Plymouth, Ind., has been appointed executive engineer for contact with government agencies.

MAJ. CLAUDE SNIDER, former chief transmitter operator of CKX Brandon, has been discharged from the Royal Canadian Engineers because of ill-health, is expected back at CKX when fully recovered.

DON BENNETT, former KGY Olympia, Wash. radio operator, is now on the operating staff of KMO Tacoma, Wash., where he handles the night shift.

ALICE WOLFSON is the first woman engineer to operate the controls at WCAM Camden, N. J.

WALTER BURGER, of the engineering staff of WFIL Philadelphia, is at the Jefferson Hospital for a major operation.

JOYCE AVERY is the latest student engineer to be added to the regular control room staff of KYW Philadelphia.

ERNIE MOTT, chief engineer of CKGB Timmins, Ont., has joined the Canadian Army.

JOHNNY KELLY, former WEEI Boston engineer, has joined the Navy with the commission of lieutenant and has been assigned to submarine duty.

VERNON FISH, member of the KXOK St. Louis control room staff, has been inducted into the Navy.

S. W. SCOTT succeeds W. E. Guy as district commercial manager of the Los Angeles office of Graybar Electric Co. effective June 1. Mr. Guy has assumed that post with the Chicago office.

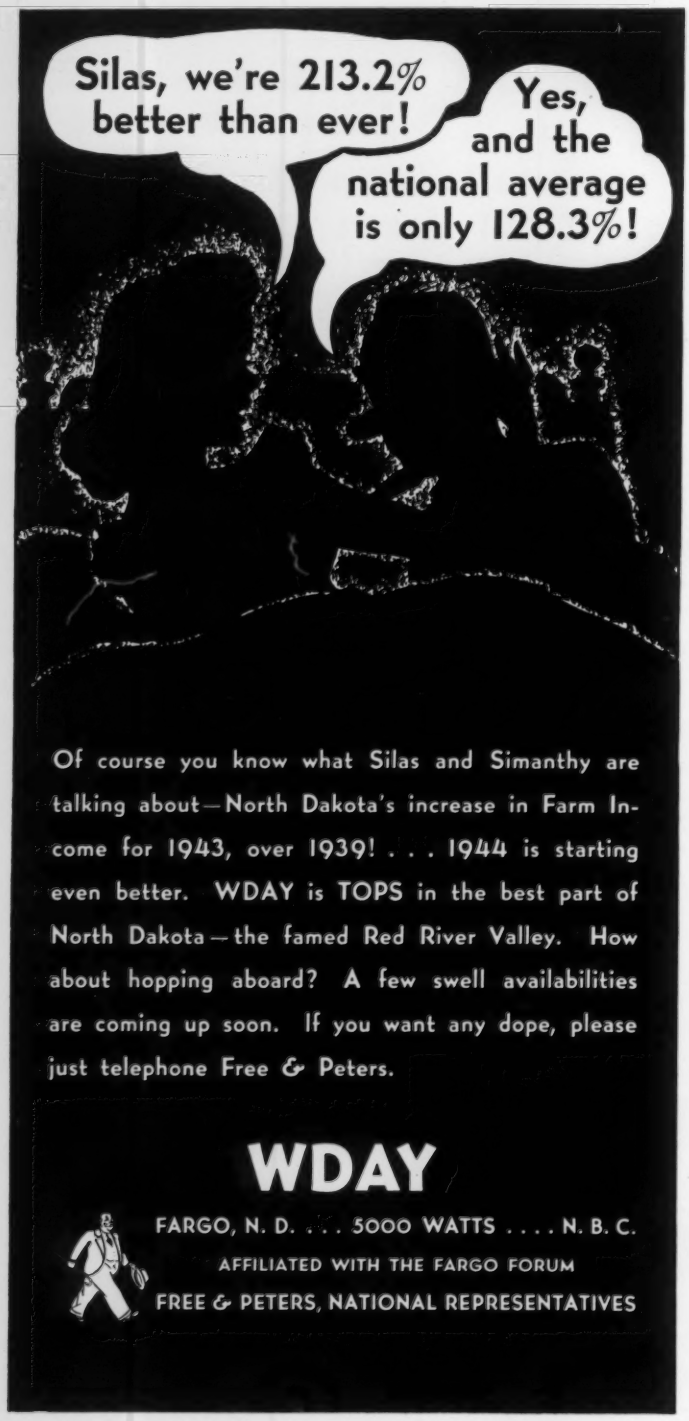
GEORGE LANG, chief engineer of WGN Chicago, has been appointed a member of Panel 5 on high frequency broadcasting of the Radio Technical Planning Board, by Chairman C. M. Jansky. He is also a member of Panel 9 on relay systems.

FRANK GOODSON, former engineer of KGFJ Los Angeles, has joined the KFOX Los Angeles studios. He replaces L. V. Hull, who resigned to join KHJ Hollywood. Delbert Nestor has shifted from KFOX to KMPC Hollywood.

Television Book Hails New Commercial Future

"TELEVISION offers the advertiser so rich a medium for telling his story that no embellishment is necessary," writes Robert E. Lee in *Television: The Revolutionary Industry* [Essential Books, New York. $2]. Explaining that "what it takes 70 seconds to say through a microphone alone can be expressed on the television screen in a single flash of light," Mr. Lee argues that the "cerebral relay" developed by many listeners to shut off attention automatically when a commercial becomes boring will not work for television. "The viewer must give most of his consciousness to the tele-screen; moronic commercialism will make him leave his receiver in disgust."

The book contains a number of dogmatic statements which are either contrary to the facts—"the FCC has licensed no stations to accept payment for television time"—or which settle problems that are still being debated.


Silas, we're 213.2% better than ever!
Yes, and the national average is only 128.3%!
Of course you know what Silas and Simanthy are talking about—North Dakota's increase in Farm Income for 1943, over 1939! . . . 1944 is starting even better. WDAY is TOPS in the best part of North Dakota—the famed Red River Valley. How about hopping aboard? A few swell availabilities are coming up soon. If you want any dope, please just telephone Free & Peters.
WDAY
FARGO, N. D. . . . 5000 WATTS . . . . N. B. C.
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NATIONAL REPRESENTATIVES

"The Station With The High Fence Around It!"

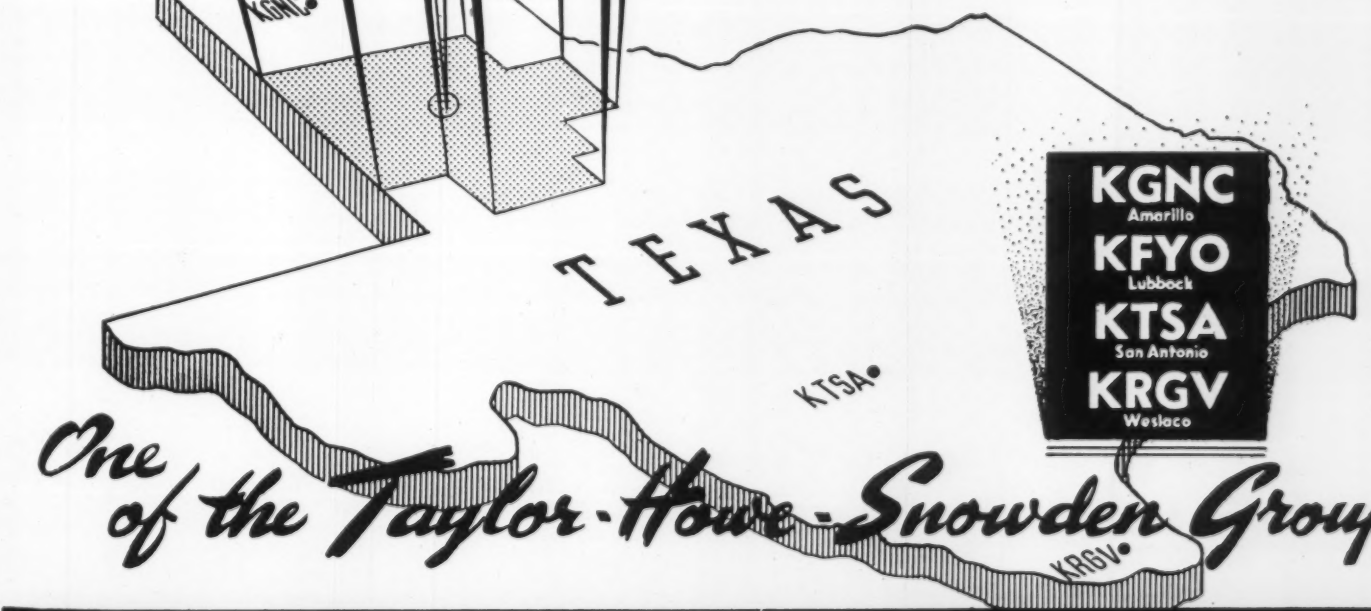
KFYO LUBBOCK

And Now The Fence Turns BLUE!

On June 1 KFYO, Lubbock, Texas joins the BLUE NETWORK . . . the first network within the "high fence" around Lubbock's primary area . . . where a geographical accident gives KFYO a near-exclusive audience.

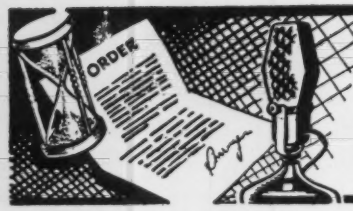
And what a large, growing and rich market is KFYOland! Consider that in the twelve-county primary area, the registration for Ration Book 4 totaled 233,897 . . . an increase over the 1940 census of 56,580, or 31.9%! Further, this 1940 census showed 74.54% of the homes had radio units . . . tuned in almost exclusively on KFYO.

Cotton and other crop yields last fall were exceptional; oil production is being stepped up by leaps and bounds; and vast aviation training fields are releasing enormous sums. In a word, here is an exceedingly prosperous, fast-growing, radio listening market you can blanket with its one station, KFYO, Lubbock, Texas . . . now so much enhanced by its new BLUE NETWORK affiliation.



One of the Taylor-Howe-Snowden Group

CENTRAL SALES OFFICE—805-6 Tower Petroleum Bldg., Dallas, Texas
Telephone Riverside 5663 Ken L. Sibson, General Sales Mgr. TWX Dls 297



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KTMS Santa Barbara, Cal.

Morton Salt Co., New York, 7 *sa* weekly, thru Kenyon & Eckhardt, N. Y.
National Lead Co., San Francisco (Dutch Boy paints), 6 *ta* weekly, 26 weeks, thru Erwin, Wasey & Co., San Francisco.
Pepsi-Cola Co., Long Island City, N. Y., 12 *ta* weekly, 26 weeks, thru Newell-Emmett Co., N. Y.
Royal Crown Cola Co., Atlanta, Ga., 6 *ta* weekly, 52 weeks, thru BBDO, Los Angeles.
Inter-State Bakeries, Los Angeles, 12 *ne* weekly, 52 weeks, thru Dan B. Miner Co., Los Angeles.
Radio Training, New York (instruction), 10 *ne* weekly, 52 weeks, thru Sound Adv. Co., N. Y.
Golden State Co., San Francisco (Golden V. milk), 13 *ta* weekly, 52 weeks, thru BBDO, San Francisco.
Nehi Corp., Columbus, Ga. (Par-T-Pak beverages), 5 *ta* weekly, 52 weeks, thru BBDO, Los Angeles.
Regal Brewing Co., San Francisco, 6 *ta* weekly, 52 weeks, thru M. E. Harlan Agency, San Francisco.
Southern Counties Gas Co., Los Angeles (cooking school), 6 *ta*, thru McCann-Erickson, Los Angeles.
Young People's Church, Philadelphia, *t* weekly, 52 weeks, thru Harry A. Zoog Associates, Philadelphia.

WOAI San Antonio

Denver Chemical Co., New York (Antiphlogistine), 3 *t* weekly, thru Badger & Browning, Boston.
Block Drug Co., Jersey City (Allenru), 3 *sa* weekly, 39 weeks, thru Redfield-Johnstone, N. Y.
Beechnut Co., Canajoharie, N. Y. (Beechies), *sa* weekly, thru Newell-Emmett Co., N. Y.
Hulman & Co., Terre Haute, Ind. (Clabber Girl Baking Powder), 4 *sa* weekly, 52 weeks, thru Pollyea Adv., Terre Haute.
Reader's Digest Assn., Pleasantville, N. Y., 2 *sa* weekly, 13 weeks, thru BBDO, N. Y.
Metro-Goldwyn-Mayer, New York, 5 *sa* weekly, 52 weeks, thru Donahue & Coe, N. Y.
Vick Chemical Co., New York (Vicks), *sa* weekly, 26 weeks, thru Morse International, N. Y.

KYW Philadelphia

Petrol Corp., Philadelphia (fuel oil), *sp* weekly, 13 weeks, thru Seberhagen Adv., Philadelphia.
H. J. Heinz Co., Pittsburgh (mustard and 57-Sauce), 10 *ta* weekly, thru Maxon Inc., N. Y.
Morton Salt Co., Chicago, 5 *sa* weekly, thru Kenyon & Eckhardt, N. Y.
Tobacco By-Products & Chemical Corp., Louisville, Ky. (Black Leaf Forty Insecticide), *ta* weekly, thru Campbell-Sanford, Chicago.
Beau Brummel Co., Cincinnati (neckties), *t* weekly, 13 weeks, thru Key Adv., Cincinnati.
Bauer & Black, Chicago (Blue Jay Corn Plasters), 5 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Mione Mfg. Co., Collingsdale, Pa. (hand soap), 3 *sa* weekly, 13 weeks, thru Earle A. Buckley, Philadelphia.
Taylor-Reed Corp., Mamaroneck, N. Y. (Coco Marsh Choclate Mix), 5 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
Laco Products, Waltham, Mass. (shampoo), 5 *sa* weekly, 52 weeks, thru Joseph Katz, Baltimore, Md.

WAPI Birmingham, Ala.

Church & Dwight Co., New York (Arm & Hammer Soda), 6 *sa* weekly, 52 weeks, thru Brooke, Smith, French & Dorrance, N. Y.
Dr. W. B. Caldwell Inc., Monticello, Ill. (medicines), 5 *ta* weekly, 52 weeks, thru Sherman & Marquette, Chicago.
Colgate-Palmolive-Peet Co., Jersey City (Colgate Dental Cream), 6 *ta* weekly, 39 weeks, thru Ted Bates Inc., N. Y.
Ex-Lax, Brooklyn, 5 *ta* weekly, thru Joseph Katz Co., N. Y.
Johnson & Johnson, New Brunswick, N. J. (baby powder), 3 *sa* weekly, 13 weeks, thru Young & Rubicam, N. Y.
Lambert Pharmacal Co., St. Louis (Listerine Tooth Powder), 6 *sa* weekly, 52 weeks, thru Lambert & Feasley, N. Y.
Lever Bros., Cambridge, Mass. (Rinso), 6 *ta* weekly, 52 weeks, thru Ruthrauff & Ryan, N. Y.
Rit Products Corp., Chicago (Rit Dyes), 7 *ta*, 14 *sa* weekly, thru Earle Ludgin & Co., Chicago.
Wilcox-Gay Corp., Charlotte, Mich. (radio and recording machines), 2 *ta*, 1 *sa* weekly, thru Blakelee Advertising Agency, Detroit.

WENR Chicago

Bauer & Black Co., Chicago (Blue-Jay Plasters), 3 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Morton Salt Co., Chicago, 5 *sa* weekly, thru Kenyon & Eckhardt, N. Y.
Atlas Brewing Co., Chicago, *sp* weekly, 52 weeks, thru Arthur Meyerhoff & Co., Chicago.

KFRC San Francisco

Reid, Murdoch & Co., Chicago (Monarch Finer Foods), 7 *sa* weekly, 52 weeks, thru Rogers & Smith Adv. Agency, Chicago.
Lever Bros., New York (Rinso), 12 *ta* weekly, 13 weeks, thru Ruthrauff & Ryan, N. Y.
Poultry Producers of Central California, San Francisco (Nu-Laid eggs), 2 *sa* weekly, 13 weeks, thru Long Advertising Service, San Francisco.
Warner Bros. Pictures, New York ("The Adventures of Mark Twain"), 2 *t* weekly, thru Blaine Thompson Co., N. Y.
Pacific Guano Co., Oakland, Cal. (Taps), *sa* weekly, 13 weeks, thru O. E. Hopfer Adv. Agency, Oakland, Cal.
Wellman Peck & Co., San Francisco (canned foods), *ta* weekly, 13 weeks, thru Botsford, Constantine & Gardner, San Francisco.
Standard Oil Co. of California, San Francisco (oil, gas), *sp* weekly, 52 weeks, thru BBDO, San Francisco.
San Francisco Brewing Co., San Francisco, *t* weekly, 52 weeks, thru Emil Reinhardt Adv. Agency, Oakland, Cal.
Republic Pictures, New York ("The Lady and the Monster"), 3 *t* weekly, thru Donahue & Coe Adv. Agency, N. Y.
Milton Holmes, San Francisco (Londonderry Ice Cream Mix), *sp* weekly, 13 weeks, thru Allied Advertising Agencies, San Francisco.

WMAQ Chicago

Holland Furnace Co., Holland, Mich., *ne* weekly, 26 weeks, thru Roche, Williams & Cunnyngham, Chicago.
Grove Labs., St. Louis (cold tablets and vitamin products), 5 *sp* weekly, 52 weeks, thru Russel M. Seeds, Chicago.
Artra Cosmetic Co., Bloomfield, N. J. (Sultra Sunfilter cream), 2 *t* weekly, thru Murray Breese Assoc., N. Y.
Local Loan Co., Chicago, 5 *sp* weekly, 26 weeks, thru Van Hecker Adv., Chicago.
W. F. McLaughlin & Co., Chicago (Manor House Coffee), 3 *sp* weekly, 52 weeks, thru Sherman K. Ellis & Co., Chicago.
William Wrigley Jr. Co., Chicago (chewing gum), 13 *sa* weekly, thru Ruthrauff & Ryan, Chicago.

KFI Los Angeles

Helms Bakeries, Los Angeles, 10 *ta* weekly, 52 weeks, thru Dana Jones Co., Los Angeles.
Sparkletts Drinking Water Corp., Los Angeles, 4 *ne* weekly, 52 weeks, thru Raymond R. Morgan Co., Hollywood.
Mack's Super Gloss Co., Los Angeles (auto polish), *sa* weekly, thru Elwood J. Robinson Adv., Los Angeles.
Petrol Corp., Los Angeles (gasoline), 3 *sa* weekly, 52 weeks, thru Raymond R. Morgan Co., Hollywood.

USED CARS OUT
WFIL Cancels Accounts As Block on Facilities

USED CAR advertising will be cancelled on WFIL Philadelphia, Blue outlet, effective May 29, according to Roger W. Clipp, station president. Programs were stopped because "the business has so grown as to make an auction block of broadcast station facilities," Mr. Clipp said.

Originally, WFIL accepted used car advertising as an "emergency business in the public interest." And "when the buying and selling of used cars ceases to be a hapless race and returns to the principles of healthy business competition," business will be resumed, according to WFIL's president.

Sperry Workers to Hear Manning From London

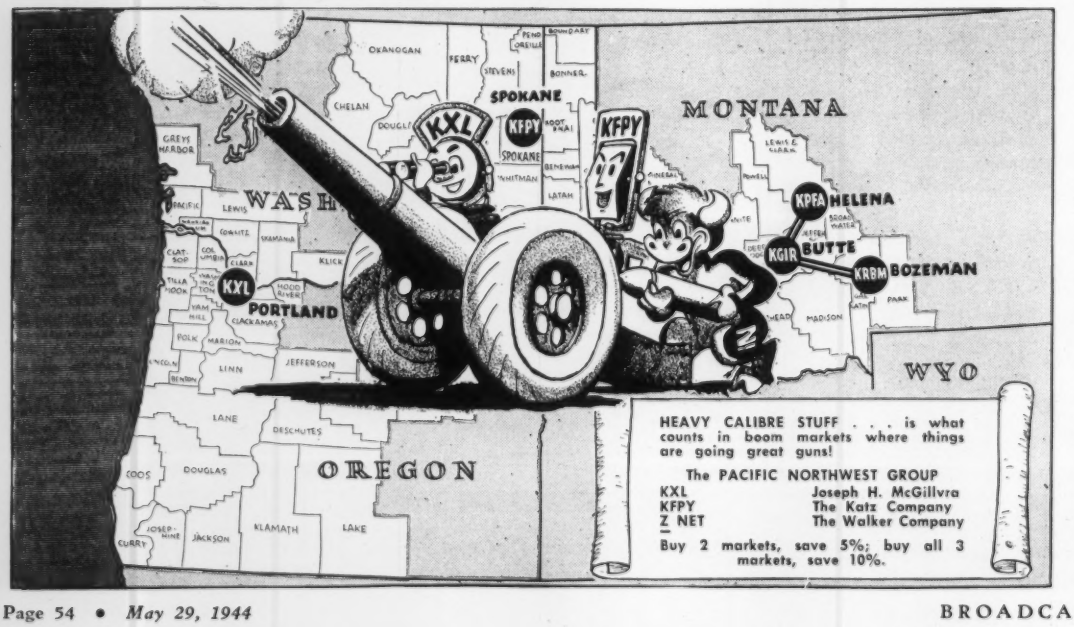
SPERRY Corp., New York, producers of aviation and naval instruments, presents direct from London a weekly news report by Paul Manning on WOR New York. Series began May 21. Mr. Manning, former CBS correspondent, now on overseas assignment for McNaught Syndicate, is heard every Sunday, 11-11:15 a.m. Addressed primarily to Sperry Workers, his commentaries will be recorded and broadcast over plant systems. Plans to place the program on MBS at a later date are under consideration.

First purpose of the program, according to R. H. Hinckley, assistant to the president and advertising head, will be to help the workers in various Sperry companies, "Keep up to date regarding the progress of the war across the Atlantic". Commercials will show how Sperry equipment is bringing the day of victory nearer. This marks the companys first use of radio. Mr. Manning's report will be transmitted from BBC studios and directed into WOR studios by AT&T. Young & Rubicam, New York, is the agency.

Du Mont Praises FCC's Foresighted Video Policy

IN A COMMENT on the remarks of FCC Chairman Fly before the opening session of the television seminar of the Radio Executives Club [BROADCASTING, May 22], Allen B. Du Mont, president of Television Broadcasters Assn., said they "indicate that the FCC is showing excellent foresight in its attitude toward television."

Mr. Du Mont expressed "wholehearted agreement" with Mr. Fly's statement "that when the war ends, the television industry should be ready to provide the best practical television pictures" and continued: "Progressiveness and not stagnation will always be the aim of the nation's television broadcasters. When hostilities cease and the doors to a national television service are swung open, television images of excellent pictorial quality and adequate size will, I am confident, be ready for a nation anxious to see and accept this new and wonderful medium."



Studio Notes

WHN New York has acquired the news service of Reuters News Agency. Station also is served with AP and UP news.

QUAKER OATS Co., Chicago, sponsors of the Blue Network program *Terry & the Pirates*, has awarded four Blue stations with award certificates for outstanding promotional job on its "Victory Jingle Contest." Stations cited are: KXYZ Houston, Tex.; WJBO Baton Rouge, La.; KWTO Springfield, Mo., and KFBI Wichita, Kans. Honorable mention: WKBB Dubuque, Ia.; WCBS Springfield, Ill.; KNEL Waterloo, Ia.; WFMJ Youngstown, O.; WOWO Ft. Wayne, Ind., and KTKC Visalia, Calif.

NBC Thesaurus library service, NBC central division, has added two new stations to its list of subscribers: KHMO Hannibal, Mo., and WTAQ Green Bay, Wis.

KMBC Kansas City for the sixth consecutive year has been granted exclusive right to broadcast official market reports direct from the livestock exchange building.

SPECIAL broadcasts by WKY Oklahoma City were arranged for the opening of the first plastics exhibit in the Oklahoma City Chamber of Commerce and the meeting of the Southwest Regional Chemurgic Clinic, May 18-20.

KIDO Boise, Ida., has extended its hours of operation. Station now goes on the air at 6 a.m. and signs off at 12 midnight, adding fourteen hours weekly to its schedule.

WIBG Philadelphia has added a second full hour of news to its daily program schedule. In addition to the *Newsreel of the Air*, sponsored nightly from 11 to 12 by Shore Brothers, local used car dealers, a second *Newsreel of the Air* has been scheduled from 6 to 7 a.m. on a sustaining basis.

R. SANFORD GUYER, manager of WBTM Danville, Va., was host to the WBTM staff at a picnic May 28 celebrating the 14th year of the station's operation. WBTM started on May 24, 1930, with 100 w power. Today outlet operates on 250 w and is affiliated with Blue and Mutual.

JOHN SHEPARD 3d, chairman of the board and general manager of the Yankee Network, on May 18 during a special broadcast on WNAC Boston, presented to the Most Rev. Richard J. Cushing, temporary administrator of the Boston archdiocese, and to the Rev. Michael J. Ahern, S.J., recordings of the Pontifical Requiem Mass for the late William Cardinal O'Connell, archbishop of Boston. Francis J. Cronin, WNAC organist, played several hymns composed by the late prelate.

Doubled

WHEN Bill Edgar of the sales service department at KWK St. Louis called on a clothing store client to check copy one day last week, he landed in the midst of a rush of customers. Asked by the store manager if he would lend a hand selling clothes for an hour, Mr. Edgar consented for his sales copy had caused the avalanche of buyers for the store.

LUCEY REELECTED BY CBS ADVISORS

C. T. LUCEY, WRVA Richmond, was reelected chairman of the CBS Affiliates Advisory Board and John M. Rivers, WSCS Charleston, S. C., was named secretary during meetings last Wednesday and Thursday at CBS New York headquarters.

Highlights of the two-day session, conducted by Frank Stanton, CBS vice-president, included a discussion of television policy led by Vice-Presidents Paul Kesten and Joseph Ream; a session on controversial broadcasts, headed by Dr. Lyman Bryson, director of education; an outline of the CBS plans for covering the impending invasion, by Paul White, director of news broadcasts.

William Lodge, acting director of engineering, gave the group an FM presentation, a preview of an FM clinic he and Howard Lane, stations relations director, will give at CBS stations on a tour to begin next month. Station men visited the CBS television studios for a demonstration.

Full board attended, including: Chairman Lucey; Mr. Rivers; Clyde F. Coombs, KARM Fresno; Arthur B. Church, KMBC Kansas City; Franklin M. Doolittle, WDRC; Leo Fitzpatrick, WJR Detroit; I. R. Lounsberry, WKBW Buffalo; C. W. Rembert, KRLD Dallas; W. H. Summerville, WWL New Orleans.

CBS executives included: Frank White, vice-president and treasurer; Herbert Akerberg, vice-president in charge of station relations; William Schudt Jr., Eastern manager, station relations; Edwin Buckalew, Western division manager, station relations.

Jelke Spots

JOHN F. JELKE Co. Chicago (Good Luck Margarine) began sponsorship of an extensive chain break campaign, effective May 8, on three stations in each of the following cities: Denver, Providence, Memphis and Buffalo. Contract is for 8 weeks. Agency: Young & Rubicam, Inc., Chicago. E. F. Hascall is account executive.

OWI Fund Boosted

AN INCREASE of 20 million dollars for overseas activities was recommended for the OWI last week in the 1945 fiscal year War Agencies Appropriations Bill (HR-4879), reported out by the House Appropriations Committee. Total Committee approved budget is $58,625,367, of which only $2,200,000, representing a $204,107 cut, is for the Domestic Branch.

Dominating Its Community in Public Service!

KOIN

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS - National Representatives

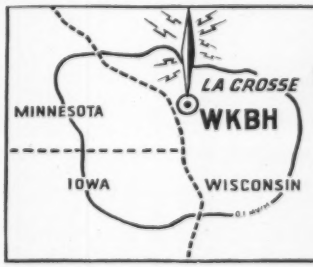
A Strangle Hold on a ready-to-buy market

Look at these Hooper figures! See why it is almost impossible to miss—why our advertisers get such consistent results.

	WKBH	Sta.A	Sta.B	Sta.C	Sta.D	Sta.E
8:00 AM-12:00 N Mon. thru Fri.	82.4	11.2	0.9	0.4	0.6	1.3
12:00 N-6:00 PM Mon. thru Fri.	77.0	8.6	3.6	2.4	2.2	1.2
6:00 PM-10:00 PM Sun. thru Sat.	75.4	12.6	2.2	1.6	1.4	0.8

C. E. Hooper—Midwinter, 1944

Let the preferred station for our 149,660 radio homes get RESULTS FOR YOU TOO!



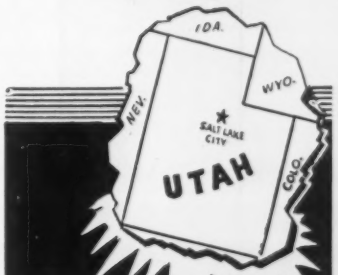
WKBH

La Crosse, Wisc.

REPRESENTED BY

HOWARD H. WILSON CO.

Reach the ACTIVE SALT LAKE MARKET



KDYL

Through UTAH'S NBC STATION

S. S. FOX, President and General Manager

National Representative JOHN BLAIR & CO.

Frederick W. Wile Jr. Is Commissioned in Navy

FREDERICK WILLIAM WILE Jr., former manager of the research department, Young & Rubicam, New York, was commissioned lieutenant (j.g.) USNR on May 18, and is now stationed in Washington with the operations section, Navy Incentive Division. He was commissioned out of the Navy Training Center at Sampson, N. Y., where he went through boot camp after his induction March 11. Lt. Wile was with the CBS publicity department from 1930-34. He joined Young & Rubicam in 1934, where he was successively manager of radio publicity, business manager of the radio department and manager of the research department. In the spring of 1942, he went to Washington with Raymond Rubicam for a position with the War Manpower Commission. In September 1943 he returned to the New York office of Young & Rubicam.

HONORED AT A BANQUET given by GE for winning the annual Merit Award for 1943, presented by GE to the NBC station which has the best operating performance, was this group of KOA Denver and GE executives who made possible the record of 6,689 hours, 31 minutes of broadcasting in 1943 with only 42 seconds off the air. Award culminates 20 years of efficient operation since KOA, now 50,000 w, went on the air with 5,000 w. Left to right are: Emil Raeke, building maintenance; James R. MacPherson, KOA general manager; Francis A. Nelson, Joseph L. Turee, transmitter engineers; Roy D. Carrier, station engineer; W. Carl Nesbitt, transmitter engineer; Arthur L. Jones, vice-president of GE; Garland S. Dutton, transmitter engineer; Russell C. Thompson, assistant station engineer; George H. Anderson, transmitter engineer; and Robert H. Owen, chief engineer. The GE Merit Award Plaque was presented.

International Rate Structure Studied

Wakefield, Siling, Otterman On South American Tour

A STUDY of international communications rate structure as it applies to South America, in connection with the proposed merger of international communications in the U. S. is being made by Commissioner Ray C. Wakefield and Philip F. Siling, assistant chief engineer in charge of broadcasting of the FCC, and Harvey B. Otterman, assistant chief of the State Dept. Telecommunications Division [BROADCASTING, May 15].

Messrs. Wakefield, Siling and Otterman, who left Washington May 20 for Miami on the first leg of their tour, will visit Colombia, Brazil, Uruguay, Chile and Venezuela, making the trip by plane. They are scheduled to return to Washington June 24.

Although officially the trio is reported studying the "international rate structure" with a view of recommending adoption of a unified plain language code radiotelegraph-cable rate between the U. S. and South American countries, it was learned that the trip also will have considerable bearing on the proposed international communications merger.

A subcommittee of the Senate Interstate Commerce Committee has begun a study of international communications and is expected to hold public hearings after their return. During Mr. Siling's absence, Chief Engineer George P. Adair has named John A. Willoughby, senior engineer, as acting chief of the Broadcast Division.

Olian in Chicago

OLIAN ADV. Co., St. Louis, Mo., will open a Chicago office June 1, with I. J. Wagner, former account executive of Arthur Meyerhoff Agency, Chicago, as vice-president in charge. The agency will handle the advertising of Atlas Brewing Co., Chicago, and Schoenhofen Edelweiss Brewing Co., Chicago. New offices will be located in the Pure Oil Bldg., 35 E. Wacker Drive, Chicago.

XAVIER CUGAT'S

MEXICO

ALBUM
COLUMBIA RECORDS
SET C-98

ALL RECORDS IN THIS ALBUM MAY BE PERFORMED UNDER BMI LICENSE

BMI

NEW YORK CHICAGO HOLLYWOOD

AP

WPDQ, Jacksonville, Fla.

. . . your Telescript features such as "Behind The War News", "It Happened This Week" and "Washington Inside Out" are so good that they have always been sponsored on this station.

Robert R. Feagin
General Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

HAVANA OIR CHIEF ON MISSION TO U. S.

JULIO PEREZ GONI VALLES, director of the Inter-American Radio Office (OIR), Havana, was in Washington last week on official business of the Office, created in 1937 as the official repository for radio allocations in the Americas. OIR was established coincident with the Inter-American Radio Conference in 1937.

Senor Perez Goni conferred with State Department, FCC and other radio officials in connection with OIR activities. He planned to spend this week in New York conferring with network and other radio officials prior to returning to Havana early in June.

Senor Perez Goni, a radio engineer, became director of OIR in August 1943, succeeding Dr. Armando Mencia. Since 1933 he had been associated with the Cuban Radio and Telegraphic Administration, specializing in radio affairs.

Connecticut Forum

STATION managers of the six Connecticut State Network stations will analyze the medium when they discuss "Radio and the Part It Plays in Advertising" on the *Connecticut Forum of the Air* this Thursday, June 1 at 8-8:30 p.m. According to Dewey H. Long, manager of WELI New Haven where the broadcast will originate, "no trade secrets will be divulged and rate cards will be barred, but the forum will provide listeners with a frank discussion of radio's role in wartime and postwar advertising. S. J. Paul of BROADCASTING will act as guest moderator. Participating managers will be Mr. Long; Harold H. Meyer, WSRR Stamford; Gerald J. Morey, WNLC New London; Harold Thomas, WATR Waterbury; Richard W. Davis, WNBC Hartford; Levon Thomas, WNAB Bridgeport.

Cooper Injured

JAMES H. COOPER, newscaster of WBNS Columbus, O. was esriously injured in an automobile accident May 24 and was suffering from a skull fracture, it was learned last week. Mr. Cooper, who has personally sold over $7,000,000 worth of war bonds since starting his personal campaign in August, 1942, was on his way to complete another bond transaction when the accident occurred.

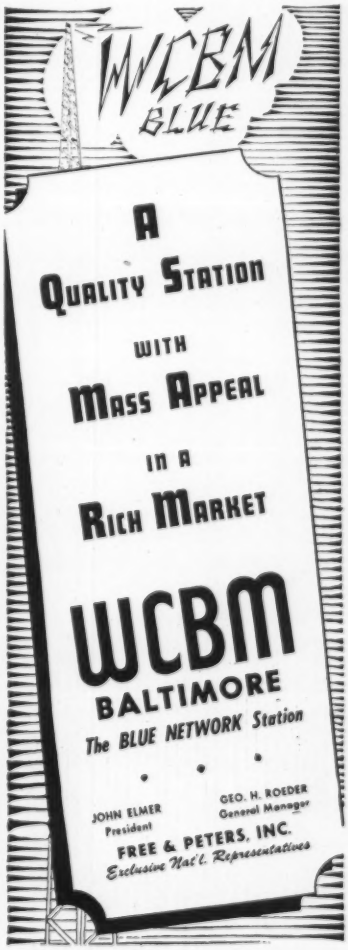
"It's nothing—he's been listening to 'Meet Your Navy' on WFDF Flint."

New RCA Tubes

RCA has announced four new types of tubes whose functions range from the production of high-frequency power for radio broadcasting and industrial heating applications to the measurement of low light intensities of the order of starlight. The new types are: A forced-air-cooled (RCA-9C22) and its "sister" tube, the water-cooled RCA-9C21 both used in the class B modulator stage and in the modulated class C final amplifier stage of high-power transmitters. The other two are the new thyratron (RCA-2D21) weighing only a half ounce and measuring 1⅞ inches, which despite its small size provides stable operations and a high control ratio for a variety of functions as an electronic switch, and last the RCA-931-A, the new 9-stage multiplier phototube, which is capable of amplifying signals up to 200,000 times and more.

Tootsie Adult Series

SHIFTING its radio promotion for Tootsie V-M, a chocolate drink, to the adult market, Sweets Co. of America, Hoboken, N. J., on June 19 starts a 52-week news commentary series by Walter Kiernan on 48 Blue stations, Monday, Wednesday and Friday, 2-2:15 p.m. Firm is discontinuing May 26-September 11 its *Dick Tracy* program adventure series on the same network for Tootsie Rolls and Tootsie V-M. Agency is Duane Jones Co., New York.



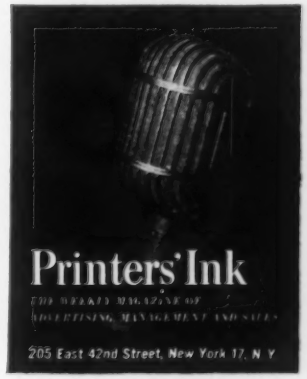
VOX POP, the Voice of the People, originates in naval training stations, army hospitals, marine bases, war plants, USO Centers and almost every other interesting place you could mention. Hard-working, war-weary groups welcome the now-famous talking train for the pleasant, diverting relief it brings. Listeners enjoy the show's variety, wit and warm human appeal.

EFFERVESCENT CHARM maintains the pace and Bromo-Seltzer eases the strain as Parks Johnson and Warren Hull travel the country (Parks has been at it since 1932) giving fight instructions to people with headaches. Emerson reminds headache fighters about the handy stuff that helps with the three front job ahead.

It doesn't pay to be a
WISE-CRACK WILLIE!
OUT ON A PARTY LAST NIGHT, EH?
It's the sure way to lose customers
...and that's bad business!
How to Protect BROMO-SELTZER profits!
BROMO-SELTZER

LIKE THE PRODUCT, The Emerson Drug Co. plans their attack on many fronts through different media. Wholesalers, jobbers, dealers and clerks must respond to the effort before the consumer program can begin to pay dividends. Emerson's current sales-training program (see cut for one of the series) to teach green fountain clerks, requires real campaign efficiency. Their point-of-sale effort needs constant checking. Their dealer and jobber campaigns must have ideas. There's enough planning to make them need Bromo-Seltzer themselves.

Fortunately, the Printers' Ink four-way editorial policy is always there to help the three-way preparation. Here management problems are forecast as possibilities, announced as news, analyzed in detail and presented as case histories that describe their application. Fortunately, too, Emerson and their agency, Ruthrauff & Ryan along with most important men who build, approve and spend the nation's advertising budgets, take Printers' Ink regularly. To tell or sell these people best, most media men **buy P. I., first.**



A 50,000 watt audience at a 250 watt rate

C. E. HOOPER
October 1943 thru February 1944

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A	WGRC	B	C
	13.0	26.5	34.3	25.4
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A	WGRC	B	C
	29.4	32.1	21.4	15.5
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	A	WGRC	B	C
	41.7	12.6	35.5	8.7

A 5-MONTH RECORD TO BE PROUD OF!

WGRC Mutual

LOUISVILLE'S TRADING AREA

= 47% OF KENTUCKY'S POPULATION

= 57% OF ITS BUYING POWER

Burn-Smith • National Representatives

Semler, Barbasol, Zonite Sign Heatter 3 Years

THROUGH Erwin, Wasey & Co., New York, R. B. Semler Inc., Barbasol Co. and Zonite Products Corp., sponsors of Gabriel Heatter on Mutual, have signed a three-year contract with the commentator, for a continuation of his six quarter-hour broadcasts per week. Report that the talent contract for the three advertisers totalled $1,000,000 was denied by the agency, which declined, however, to disclose the correct figure.

Contract covers the period January 1, 1945 to January 1, 1948, and is non-cancellable during the first year. Sponsors will also renew the time contracts for their respective broadcasts by Mr. Heatter for 52 weeks, effective July 1. at the same time enlarging their MBS hook-ups.

KOBH Transfer Granted

CONSENT was granted by the FCC last week to voluntary transfer of control of KOBH Rapid City, S. D., to Robert J. Dean, for the past seven years general manager of the independent local, through transfer of 100 shares of common stock (and 111 shares preferred non-voting stock) for the total consideration of $32,000 from the Tri-State Milling Co. (46 sh), C. A. Quarnberg (14 sh), and P. R. Quarnberg, E. F. Gronert, George E. Bruntlett, William McNulty (each 10 sh). Mr. Dean held 47.5 of the total 150 shares common stock before the transfer.

OWI PACKET, WEEK June 19

Check the list below to find the war message announcements you will broadcast during the week beginning June 19. All station announcements are 50 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Fifth War Loan	X	X	X	X	X	X	X
Home Canning	X	X	X	X	X	--	--
Home Front Pledge	X	--	--	--	--	--	--
Cut Food Waste	X	--	--	--	--	--	--
WAC	--	--	X	--	X	--	--

See OWI Schedule of War Messages 113 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Second Week of Fifth War Loan Brings All OWI Allocation Plans Into Action

ALL allocation facilities of the OWI Domestic Radio Bureau are employed for the Fifth War Loan during the week beginning June 19, the second week of the drive. In addition to the Network and Station Announcement plans, National Spot, Special Assignment, Special Events and Special Transcription allocations are put into action to reach the largest possible number of listeners.

With the slogan "Back the Attack—Buy More Than Before," Fifth War Loan messages will accent the responsibility of every American in helping to pay the cost of the invasion. Appeals will stress the hardships faced by the fighting men as compared to the relatively small sacrifice involved in financing the fighting.

Among other campaigns scheduled during the week, Home Canning appears for the first time this season, messages urging conservation of perishable food that might otherwise be wasted and emphasizing nutritional benefits of preserving produce during a period of plenty for use during off-season or scarce periods.

Transcribed messages on Home Canning are regarded as "naturals" for sponsorship. Prospects include hardware and department stores, fruit and vegetable markets, grocers, supermarkets, and other establishments selling canning and preserving equipment and produce in season.

Completing the packet are Home Front Pledge, urging compliance with price control measures, Cut Food Waste, calling upon householders to prepare only what is required, and WAC recruiting, stressing urgent needs of the Women's Army Corps in the next few months.

YOU'RE NEVER "BLOCKED" IN ROANOKE!

What advantage does a big market give you over a smaller market if you're splitting the big-market audience with two or three other advertisers—and your net audience is less than in the smaller market?!

In the Roanoke-Southwest Virginia market there are 100,347 radio homes. Yes, fewer than in *many* single cities. But WDBJ is the only station that even reaches the vast majority of its people—and thus you get a true big-market audience —at small-station costs!

Let us give you the whole picture. Then judge for yourself!

CBS • 5000 WATTS • 960 KC

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, Inc., Natl. Representatives

WDBJ ROANOKE VA.

BRITISH COLUMBIA LAND OF OPPORTUNITY

First With Local Business, Too

CJOR

VANCOUVER CANADA
J. H. McGILLVRA (U.S.)
H. N. STOVIN (CANADA)

NOW MORE THAN EVER 1st

Network Accounts

All time Eastern Wartime unless indicated

New Business

AMERICAN BAKERIES, Atlanta, Ga., on June 5 starts for 26 weeks *Robert St. John* on 16 NBC stations, Mon., Wed., Fri., 10:15-10:30 p.m. Agency: Tucker, Wayne & Co., Atlanta.

RALSTON PURINA Co., St. Louis, on June 5 starts for 52 weeks *The Adventures of Tom Mix* on 217 MBS stations, Wed. and Fri., 5:30-5:45 p.m. and on Sept. 4 adds Mon., Tues. and Thurs., 5:30-5:45 p.m. Agency: Gardner Adv., St. Louis.

FORMFIT Co., Chicago (foundation garments), on July 2 starts Dick Brown on 67 MBS stations, Sun., 6:45-7 p.m. Agency: Buchanan & Co., Chicago.

ARMOUR & Co., Chicago, on June 12 starts *Dateline* on 136 CBS stations, Mon., 7:15-7:30 p.m. Agency: Foote, Cone & Belding, Chicago.

SWEETS Co. of America, Hoboken, N. J. (Tootsie V-M), on June 19 for 52 weeks starts *Kiernan's Corner* on 48 Blue stations, Mon., Wed., Fri., 2-2:15 p.m. Agency: Duane Jones Co., N. Y.

SCHENLEY Distillers Corp., New York (institutional), on June 6 starts program tentatively titled *Penicillin* on 73 CBS stations, Tues., 9:30-10 p.m., replacing for 13 weeks *Cresta Blanca Carnival*. Agencies: Blow Co., N. Y. (Schenley Distillers); BBDO, N. Y (Cresta Blanca Wine).

Renewal Accounts

AUSTIN STUDIOS, Los Angeles (portrait photographers), on June 9 for 26 weeks renews *Musical Portraits* on 9 Blue Cal. stations, Fri., 7-7:15 p.m. (PWT). Agency: Glasser-Bailey & Co., Los Angeles.

STUDEBAKER SALES Corp., South Bend, Ind. (institutional), on July 1 for 26 weeks renews Gordon Burke—commentator, on 36 Don Lee Pacific stations, Mon., thru Fri., 5:45-6 p.m. (PWT). Agency: Roche, Williams & Cunnyngham, Chicago

Network Changes

STANDARD BRANDS Inc., New York (Chase & Sanborn Coffee & Stams), on June 11 for 12 weeks replaces Charlie McCarthy with Gracie Fields on 135 NBC stations, Sun., 8-8:30 p.m. Agency: J. Walter Thompson Co., N. Y.

BENJAMIN MOORE & Co., New York (paints), on May 27 discontinues Betty Moore on 51 NBC stations, Sat., 10:30-10:45 a.m. Placed direct.

LEVER BROS., Cambridge (Rinso), on June 23 for 13 weeks replaces *Amos 'n' Andy* with *Boston Blackie* on 126 NBC stations, Fri., 10-10:30 p. m. Agency: Ruthrauff & Ryan, N. Y.

MENNEN Co., New York (shave products), on June 5 discontinues *Ed Sullivan Show* on 121 CBS stations, Mon., 7:15-7:30 p.m. Agency: Russel M. Seeds Co., N. Y.

PABST SALES Co., Chicago (beer), on June 24 for 8 weeks replaces Groucho Marx with Kenny Baker on *Blue Ribbon Town* on 111 CBS stations, Sat. 8-8:30 p.m. Agency: Warwick & Legler, N. Y.

WM. WRIGLEY Jr. Co., Chicago (Spearmint Gum), has added WLBC WWNY WHOP WPAD WJLS to *America in the Air*, making a total of 130 CBS stations, Sun., 6:30-7 p.m.; to *American Women*, Mon. thru Fri. 5:45-6 p.m., and to *The First Line*, Thurs. 10-10:30 p.m., making a total of 129 CBS stations for each program. Agency: Arthur Meyerhoff & Co., Chicago.

FORD MOTOR Co., Detroit (institutional), on May 20 expanded *Early American Dance Music* on 161 Blue stations from 8-8:15 to 8-8:30 p.m. Agency: J. Walter Thompson Co., Chicago.

GENERAL MILLS, Minneapolis, on June 5 shifts *Valiant Lady* on 43 CBS stations Mon. thru Fri., 10-10:15 a.m. for Bisquick (Knox Reeves Adv., Minneapolis); to Cheerioats (Dancer-Fitzgerald-Sample, Chicago), and at the same time shifts *Light of the World* from 124 NBC stations, Mon. thru Fri., 2:30-2:45 p.m. to 43 CBS stations, Mon. thru Fri., 10:15-10:30 a.m., replacing *Kitty Foyle* for Wheaties. Agency: Dancer-Fitzgerald-Sample, Chicago.

LIGGETT & MYERS Tobacco Co., New York (Chesterfield cigarettes), beginning June 12 replaces Fred Waring with Johnny Mercer on 137 NBC stations, Mon. thru Fri., 7-7:15 p.m. Agency: Newell-Emmett Co., N. Y.

LEVER BROS., Cambridge (Lifebuoy soap), on June 22 for 13 weeks replaces Bob Burns with *Charlie Chan* on 72 NBC stations, Thurs., 7:30-8 p.m. Agency: Ruthrauff & Ryan, N. Y.

GOODYEAR TIRE & RUBBER Co., Akron (institutional), on May 13 replaced *Hook 'n' Ladder Follies* with *Musical Roundup* and shifted program from New York to Hollywood on 125 NBC stations. Sat. 11-11:30 a.m. (EWT). Featured is Andy Devine, radio-film comedian. Agency: N. W. Ayer & Son.

CUDAHY Packing Co., Chicago (Delrich Margarine), on July 14 discontinues *Something to Talk About* on 14 CBS stations, Mon. thru Fri., 4:30-4:45 p.m. and on July 17 starts undetermined program for Old Dutch Cleanser on 29 CBS stations, Mon. thru Fri., 3:15-3:30 p.m. Agency: Grant Adv., Chicago.

WHEELING STEEL Corp., Wheeling, W. Va. (steel products), on June 25 discontinues for indefinite period *Musical Steelmakers* on 103 Blue stations, Sun., 5:30-6 p. m. Agency: Critchfield & Co., Chicago.

WLB Hears AFRA Offer New Demands In Chicago Class 'B' Station Dispute

A TWO DAY hearing before the War Labor Board panel to settle the dispute between American Federation of Radio Artists and 6 Chicago Class "B" stations as to the principle of "pay within pay" for announcers, was held at the Stevens Hotel, Chicago, May 22-23.

The six stations involved are WJJD WAIT WIND WGES WSBC WAAF. A seventh station, WCFL, was not represented by counsel at the hearing.

AFRA maintained that its demands were justified by the increased volume of business now being placed on local stations. However, an offer of a 30% increase in salary, as well as acceptance of AFRA's demands on vacation and discharge clauses was made by the stations.

Members of the WLB panel were: Meyer Kestenbaum, president of Hart, Schaffner & Marx, chairman and public member; J. R. Frank, Laundry and Dyehouse Drivers Union, Local 712, AFL, representing labor; Robert J. Appel, public relations director for the Motor Freight Industry, representing industry.

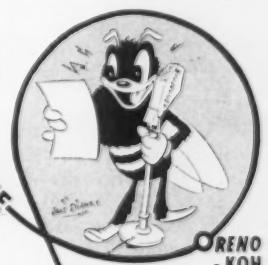
HE KNOWS EVERY DOLLAR BY ITS FIRST NAME

Because he sees it so often. Local money circulates locally, just as California valley families, nearly cut off from outside stations, listen locally. The *Beeline*, with its primary coverage of 41 adjacent counties serves Central California and Western Nevada from *within*.

WHAT IS *The Beeline*

Not a regional network but a group of long-established key stations, each the favorite in its community . . . combined* on a new basis for National spot business.

*See McClatchy *Beeline* rate listing first under California in Standard Rate and Data.



—THE BEELINE

RENO - KOH
SACRAMENTO - KFBK
STOCKTON - KWG
FRESNO - KMJ
BAKERSFIELD - KERN

Robert A. STREET National Sales Manager

Paul H. RAYMER CO. National Representative

McClatchy Broadcasting Company
Sacramento, California

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts
620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

Lingo
—a name to remember when the war is forgotten
★
VERTICAL TUBULAR STEEL RADIATORS
★
PATENTED FM TURNSTILE RADIATORS
★
We're "all out" for Victory, but our engineers are ready to work with you on post-war plans.
★
JOHN E. LINGO & SON, Inc.
CAMDEN, NEW JERSEY

PROOF

OF RESULTS FROM RICHMOND'S

WRNL

Here is a result story that speaks for itself:

★ *70.8% of the National Advertisers on this Station are Renewals.*

★ *88% of the Local Advertisers on this Station are Renewals.*

Advertisers don't renew contracts unless the medium they use "pays off" in results.

IN RICHMOND VIRGINIA IT'S WRNL

5000 WATTS NIGHT AND DAY 910 KC

WRNL

EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES

Duffy Replacement Found for Summer

53 of 56 National Sponsors Will Remain on Blue

BRISTOL-MYERS Co., New York has selected as summer replacement for *Duffy's Tavern* on the Blue, a comedy-variety program, *Nitwit Court*, featuring Ransom Sherman for 13 weeks starting July 4. Lever Bros. will have two mystery shows on NBC for the summer. Charlie Chan, originally scheduled to substitute for *Amos 'n' Andy*, will instead take over for Bob Burns, June 22 for a 13-week run in behalf of Lifebuoy Soap. *Amos 'n' Andy* will be replaced by *Boston Blackie*, a detective show, to be carried for 13 weeks, beginning June 23.

While retaining most of the talent on Blue Ribbon Time on CBS, Pabst Sales Co. will drop Groucho Marx for 8 weeks. Kenny Baker, singing star of the Broadway show "One Touch of Venus," will be the featured star, effective June 24.

Remaining on Blue

Out of a total of 56 national advertisers, the Blue Network has 53 remaining on through the summer, as against 47 in 1943, 39 in 1942 and 20 in 1941. It was incorrectly stated in [BROADCASTING, May 15] that 47 were continuing for the summer of 1944.

General Foods Corp., New York, has lined up a program with Charlie Ruggles as m.c. to go into the first half-hour of its Friday Kate Smith program, which goes off CBS for a 13-week summer hiatus after the June 9 broadcast. Titled *Maxwell House Iced Coffee Time*, the new program will present Carlos Ramirez, vocalist; Carmen Dragon orchestra; and Cass Daley, femme comedian. Two up-and-coming stars will appear each week, with Diana Lynn, and Keenan Wynn, slated for the premiere June 16.

G-F's *Maxwell House Coffee Time* on NBC takes a ten-week hiatus following the June 15 program. The Thursday 8-8:30 p. m. period is relinquished by the sponsor until August 31, when the program is scheduled to return with Frank Morgan, with radio plans for Fanny Brice still uncertain.

Program dramatizing books with a wartime theme will replace *Fibber McGee & Molly* on NBC for eight weeks, starting July 4. Presented on NBC as a sustainer in cooperation with Council on Books in Wartime, series will be renamed *Theatre of War* under sponsorship of S. C. Johnson for its waxes.

Electric Auto-Lite Co. will replace its NBC program starring Ronald Colman with a summer series featuring Dick Haymes, vocalist, Gordon Jenkins' orchestra, and female guest singers. Five-minute overseas pickup may be increased. Billed as *Everything for the Boys*, it will run for 13 weeks, beginning June 20.

Fred Allen drops out of the Texas Co.'s CBS program after the June 25 broadcast. Series originating from the West Coast and featuring James Melton and Al Goodman's orchestra is indicated as the replacement, although this was not confirmed by Buchanan & Co., New York, agency in charge. Program is tentatively set for a 13-week run, with a question as to whether Mr. Allen will return for Texas Co. in the fall.

Lockheed Aircraft Corp., Burbank, Cal., has taken the Monday, 9:30-10 p. m. spot on CBS, part of the period to be vacated after July 3 when *Lux Radio Theatre* starts an eight-week hiatus. A dramatic program is considered the most likely format, although a straight musical is under consideration at the moment. Lockheed discontinued its *America — Ceiling Unlimited* on CBS April 30. Agency is Foote, Cone & Belding, Los Angeles.

STARTING June 3, *Truth or Consequences*, sponsored on NBC by Procter & Gamble, for Duz, will embark on its third War Bond tour in connection with the Fifth War Loan Drive.

NOBBY HOBBY of the boss, Walter J. Damm, general manager of WTMJ-WMFM Milwaukee, wins support of the women staff members, as he promises to distribute the jewelry among them. Mr. Damm carves, paints, and designs the novelties from cocoanut buds and shells, pine cones, and sea shells as a hobby. Admiring the boss' handiwork are (l to r): Elsie McCabe, Ruth Pfeiffer, Betty Korthals, Claire Miller and Miriam Gallogly, all wearing samples of Mr. Damm's art.

Ask ANY Daytonian

★ He'll agree that all radio stations are NOT alike. He'll agree also that the favorite with the Dayton market is WHIO. WHIO offers the finest CBS shows, popular local features and most complete news coverage available through U.P., I.N.S. and Reuters.

WHIO IS THE DAYTON MARKET

5000 WATTS • BASIC CBS • G. P. HOLLINGBERY CO., Representatives

HARRY E. CUMMINGS, Southeastern Representative

THERE'S NOT ANOTHER LIKE IT!

WHC 50,000 WATTS

DIRECT ROUTE TO AMERICA'S No. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by: WEED & COMPANY New York, Boston, Chicago, Detroit, San Francisco and Hollywood

COMPLETE COVERAGE ALL THE TIME with 1 ORDER CLEARANCE AFFIDAVIT PAYMENT

WISCONSIN NETWORK Inc

MAIN OFFICE WISCONSIN RAPIDS, WIS

Summary of Senate Bill

(*Continued from page 11*)

after the date of enactment of the amendments.

Limits group ownership or common control of stations in non-competitive markets to six in any single broadcast band (a single broadcast band is described as a group of channels for a particular type of broadcasting, such as AM, FM, international shortwave, television, facsimile, etc.).

Broadens procedural and appellate provisions to assure stations or parties in interest of full hearing and right to rehearing, with liberal provisions for court appeals and for Supreme Court rulings in revocation proceedings.

Provides for "cease and desist" orders to be issued by the FCC in cases of violation of regulations and for revocation of station licenses for violation of or failure to observe cease and desist orders, but with automatic right to appeal.

Specifies equal opportunities to all qualified candidates for public office, but does not require a station in the first instance to allow the use of its facilities in any political campaign. Makes similar provision with regard to discussion of public issues.

Liability Clause

Relieves stations of liability for libel, slander, invasion of right of privacy, or any similar liability, except as to statements made by the licensee or persons under his control.

Specifies that "no news items or news analyses or news commentaries" shall be included in any commercially sponsored broadcast (this provision would take effect 60 days after the date of enactment of the amendments).

Specifies that the Commission shall have no power to regulate "the business of the licensee" of any station unless otherwise specifically authorized.

Specifies the Commission shall have no power to censor material to be broadcast and that no regulation or condition shall be imposed which shall interfere with the right of the station to determine "the character of the material to be broadcast".

Requires all news items and discussions of current events broadcast to be "identified as to source" and all editorial or interpretative comment to be identified as such. Appropriate announcements would have to be made at the end and the beginning of such broadcasts, stating the origin of the material and whose editorial and other comment, if any, is being expressed. Typical announcements are given.

Writes into the law the substance of the FCC's network monopoly regulations by banning exclusive affiliation contracts; limits network affiliation contracts on a non-exclusive basis to three years; limits stations to optioning of not more than 50% of total license hours (12 out of the 24 for network programs for fulltime stations); provides that not more than two hours in any consecutive three-hour period may be optioned for network programs (presumably other time could be devoted to network programs without option); specifies notice of at least 56 days on option time.

Limits network ownership to one network in a single broadcast band, which would permit one network organization to maintain standard, FM, television and other networks.

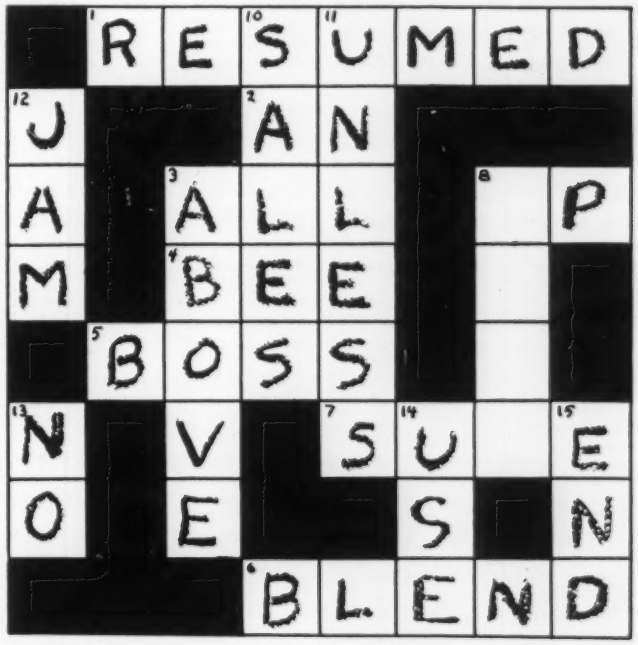
Provides for declaratory orders by the FCC upon petition of interested parties.

Specifies that no order may be issued to discriminate between persons based upon race or religious or political affiliation, or kind of occupation or business association, which would prevent discrimination against classes of licensees, such as newspapers.

Philco Video Relay

SPECIAL television program broadcast last Thursday evening on WNBT New York and WPTZ Philadelphia as part of the dedication of a new television relay station installed by Philco at Mt. Rose, N. J., went silent for a couple of minutes when Eddie Cantor defied NBC's restrictions on parts of the lyrics of a song and the network cut the sound channel. It was the second time NBC has had to cut Cantor off the air, C. I. Menser, NBC vice-president in charge of programs, explained. The song was "We're Having a Baby, My Baby and Me." parts of which were deemed objectionable by NBC.

WLAP
LEXINGTON, KENTUCKY
KFDA
AMARILLO, TEXAS
WCMI
ASHLAND, KY.-HUNTINGTON, W. VA.
WBIR
KNOXVILLE, TENNESSEE
•
4 GROWING MARKETS
GROWING STATIONS
Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.



ACROSS
1. To have continued
2. Form of indefinite article
3. Whole of
4. Honey-gathering insect
5. Employer of labor
6. To mix
7. Confident
8. Abbreviation for kitchen police

DOWN
8. Four consonants meaning results
10. Exchange for money
11. Except
12. Fruit conserve
13. Negative
14. Put to some purpose
15. Last point or portion

There's Only One Logical Answer . . .

K
F
Y
R

You'll Find These Four Letters Will Solve Your Sales Puzzle

for the complete solution . . .

ASK ANY JOHN BLAIR MAN

KFYR *Bismarck*
550 Kilocycles · N. Dak. · 5000 Watts

TRI-CITIES
Over 200,000 Population

Census Bur. Est.

Here's ONE BIG MARKET consisting of Rock Island and Moline, Illinois, and Davenport, Iowa . . . and 8 other contiguous urban communities . . . all within a stone's throw of each other . . . more than 200,000 city people in less than 50 square miles! They're prosperous people . . . ready to buy . . . eager to hear about your products.

✓ Families in Tri-Cities spend 23% more than the average U. S. family (1940 Census).

RADIO is the only single voice that covers the whole Tri-Cities—and that means . . .

WHBF
5000 WATTS 1270 KC
BASIC MUTUAL NETWORK
Affiliate: Rock Island ARGUS

Howard H. Wilson Co., Nat. Representatives

Bill Alters Radio Operation

(*Continued from page 11*)

intent as to station operations and programming practices. This also was viewed as an invasion of station rights and as covering matters purely within the province of station ownership and management. It specifies, for example, that the policy of Congress is that public interest, religious, public education and controversial issue broadcasts shall be on a sustaining basis and that equal time and facilities shall be given to varying viewpoints on public issues. The Declaration of Policy, in its original form, is understood to have been an exhaustive dissertation on programming standards, methods and other operations aspects. While it is labeled a Declaration of Policy by Congress, it was pointed out that it establishes standards which the FCC would be mandated to follow and thereby would give the Commission broad discretionary powers over program control.

The Clear Channel Group representing 1-A stations, which has opposed duplication of clear channels so that rural and remote service may be continued and also any arbitrary limitation on power, is expected to protest vigorously Section 10 of the new bill which would limit power to 50,000 w for standard broadcast stations and in effect command the Commission to duplicate on clear channels at 750-mile intervals. Chairman Wheeler has made it clear he would insist upon the 50,000 w limitation. The fate of the required duplication proviso is less evident. Chairman Wheeler pointed out that clear channels already have been duplicated without undue disturbance, and he saw no reason why others could not be duplicated.

The bill would settle the problem of newspaper ownership, a seething issue until the Commission last January dismissed its proposed newspaper divorcement orders. It specifies that the FCC shall not discriminate against classes of licensees, whatever their business, color or creed.

Ownership Limits

It also settles the issue of multiple ownership of stations in the same areas and group ownership of stations. As for multiple ownership, it specifies that after the expiration of two years following enactment of the bill there shall be no "duopoly". As for common control of stations, it specifies that no person shall own or be financially interested in more than six broadcast stations in a "single broadcast band". A "single broadcast band" is described as any separate band, such as standard, international shortwave, FM, facsimile or television.

Thus, networks and station groups would be permitted to own a maximum of six stations in separate communities, in each phase of broadcast operation. The FCC has established an arbitrary limit of six FM stations under group ownership and just recently amended its regulations to permit five television stations to be so owned [BROADCASTING, May 22].

The "duopoly" requirement allowing a two-year transition appears to be in conflict with the FCC's policy of immediately bringing about sales or trades. Within the fortnight the Commission has denied several petitions for additional time in which to dispose of second stations in the same community [BROADCASTING, May 22].

The network regulations, which were in dispute from 1938 until the Supreme Court a year ago sustained the Commission's regulations, are incorporated in the White-Wheeler draft, with some modifications. But the bill, in other provisions, specifies the Commission shall not have the power to "regulate the business of the licensee" unless "otherwise specifically authorized in the Act".

Another new proviso specifies that the Commission shall make no regulation or condition which "shall interfere with the right and duty of the licensee of any such station to determine, subject to the limitations of this Act, the character of the material to be broadcast". This apparently was designed to negative the Supreme Court's ruling that the Commission

AMONG HIS FIRST official duties when Bob Rains became manager of the Paul H. Raymer Co. Detroit office was to see that Edythe Fern Melrose, director of the House o' Charm, Detroit production company, signed the right dotted line for the 10:45-11 p.m. spot, Monday through Friday on KMPC Los Angeles, for three sponsors: Imogene Sheppard, the May Co. Beauty Shop, Los Angeles, and Helio Minerals & Vitamins. Program, built by House o' Charm, also is on WXYZ and will be placed in other markets, according to Mr. Rains.

Joens Named

KARL M. JOENS, former advertising manager of the Standard Oil Co. of Nebraska, has joined Allen & Reynolds, Omaha advertising agency, as account executive, it was announced last week.

WFBL SYRACUSE, N. Y.

. . . CONGRATULATES PROF. KENNETH G. BARTLETT AND THE MEMBERS OF HIS COMMITTEE WHO WERE RESPONSIBLE FOR

"Syracuse ON TRIAL*"

Receiving the First Award for Public Discussion Programs at the Ohio Institute

CITATION: Community problems dramatized in unique fashion and slanted at local interests . . . actually indicating steps toward solution. Seldom has radio used "court-room technique" to better advantage.

WFBL was happy to offer its facilities and cooperation in this series of 17 programs, believing that in doing so we were serving the public interest in a way that would bring the problems of post war planning and their solution to the public in an informative and entertaining manner.

*Printed copies of complete scripts of "Syracuse on Trial" will be gladly sent to stations or agencies interested. Write WFBL, 433 S. Warren St., Syracuse 2, N. Y.

MEMBER BASIC NETWORK — COLUMBIA BROADCASTING SYSTEM SINCE 1927

LOOK OVER . . .
NOT OVER LOOK
250,000 PROSPECTS
IN THE SABINE AREA OF TEXAS
KFDM
Blue Network, 560 K. C., 1,000 Watts
BEAUMONT, TEXAS MEANS BUSINESS
Represented by the Howard H. Wilson Company

WDRC
CONNECTICUT'S PIONEER BROADCASTER

ONE STOP or 26?

You can make 26 separate trips to cover the 26 towns in the Hartford Trading Area. Or you can eliminate non-essential traveling! WDRC covers the entire area at one low cost!

USE WDRC TO CONNECT IN CONNECTICUT

CBS

may control "the composition of that traffic".

Provisions relating to "limitations on chain broadcasting" are encompassed in a proposed new Section 333 of the Act. This section, like the network regulations, would ban exclusive contract affiliation and would limit network affiliation contracts to a period of three years (FCC regulations specify two years). The bill would prevent any station from optioning to one or more networks more than 50% of the total number of hours for which it is licensed to operate (12 hours out of 24).

But more far-reaching is the specification that a station may not option more than two hours in any consecutive three-hour period for network programs. A modification of the proposal suggested to the Committee by Art Mosby, owner of KGVO Missoula, Mont., this would appear to restrict affiliated stations to a maximum of four consecutive hours of network programming (two from one three-hour segment and two from the immediately succeeding three-hour segment). The third hour would be available for local or spot business or sustaining program service, or for network programs on a non-option basis, it is presumed.

Network Definition

The radically changed definitions which preface the rewritten bill describe network broadcasting as "simultaneous or delayed broadcasting of identical programs of two or more stations, however connected". This was interpreted to mean that transcriptions of off-the-line recordings broadcast simultaneously, even though delayed, would constitute network transmission. Such organizations as Keystone, it was thought, would fall within the purview of the network definition. Similarly, placement by a station representation or an independent contractor of a series of identical transcriptions for multiple broadcast would in effect be "network broadcasting".

A "network organization" is described as any person who sells or clears time under contract with any station to be broadcast simultaneously over more than one station connected together, "irrespective of the means employed". In its broadest sense this could mean that advertising agencies, as well as station representatives, would find themselves "network organizations".

Procedural and appellate provisions of the law would be tightened up considerably, with the recommendations of the Federal Communications Bar Assn. adopted virtually intact. Licensing functions, hearings and rehearings are spelled out precisely. Appeals are given as a matter of right, and on revocations, appeals are permitted to the Supreme Court. Also introduced is a "cease and desist" procedure, which would permit the Commission to cite stations for violations of regulations but give the stations automatic right to appeal on second violations.

Transfer Revision

For the first time the Commission would be authorized to establish a uniform system of financial reports from all broadcast stations. But the Commission would be precluded from requiring a licensee to disclose business agreements not regarded as relevant to his qualifications as a licensee.

A revision of the transfer section of the Act provides that no proceeding of that character shall be utilized by the Commission "for the imposition of sanctions or penalties upon any licensee for his conduct as such or for alleged deficiencies in the operation of the station". This provision, it was thought, would ease the approval of station sales and transfers.

What at first appeared to be the most controversial provision in the redraft, and which Chairman Wheeler later indicated would be revised or eliminated, was Section 21 of the bill. It reads:

"Section 317 of such Act is amended by adding at the end thereof the following: 'No news item or news analyses or news commentaries shall be included in any such broadcast.'"

Section 317 of the original Act requires the announcement of commercially sponsored programs as such. The very last provision of the White-Wheeler bill provides that this section shall take effect "upon the expiration of 60 days after the enactment of this Act."

A new provision would require all news items and discussion of current events to be identified as to source, and all editorial or interpretative comment identified as such. Stations would be required to appropriately announce, both at the beginning and the end of such broadcasts, the origin of the material being broadcast and whose editorial and other comment, if any, is being expressed. Examples of

Katz Names de Castro

ALLEN J. DE CASTRO has joined the New York office of the Joseph Katz Co., advertising agency, as vice-president in charge of radio, it was announced last week. Mr. de Castro resigned as commercial program manager of MBS to accept his new position. He was formerly account executive with the Blue network and sales manager of the Latin American division of Columbia Broadcasting System.

Mr. de Castro

Miss Helen Kennedy
Kroger Grocery & Baking Co.
Cincinnati, Ohio

Dear Helen:

I don't know what I can tell you about WCHS that you don't already know. After all, with one of your finest Charleston Super Markets located next door to our studios, we're neighbors, and it's my experience that neighbors always know everything about neighbors. It is interesting to watch the Kroger customers' cars fill your parking lot that separates your store from our studio. Sort of gives us a chance to see how well Mary Foster sells Clock Bread, or how nicely our coffee drinking listeners respond to Linda's First Love. All of which reminds me I'd better get that Tenderay Beef my wife asked me to get or it won't be Hearts In Harmony at my house tonight.

Regards

Yours,
Algy

WCHS
Charleston, W. Va.

ANOTHER W. E. LONG CO.
"MARKET TESTED" RADIO FEATURE

"PEOPLE KNOW EVERYTHING"

© Copyright 1944. The W. E. Long Co.

TIES TOGETHER

TELEPHONE: All the appeal of telephone answers to direct questions.

RADIO: Universal interest of listeners to question and answer technique.

PROGRAM: Highest entertainment value combined with sponsored sales appeal.

MAIL: Unlimited participation of *all* listeners without restriction.

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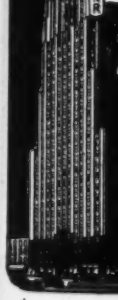
THE W. E. LONG CO.
Radio Division
135 N. Clark Street Chicago, Illinois

WAKR



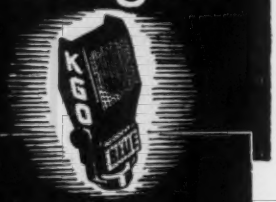
TOWERS OVER AKRON

Basic Blue Network

5000 WATTS · DAY & NIGHT

WEED & CO., National Representatives

The San Francisco Radio Picture Has changed!



Look up Blue's KGO in your latest Hooper!

It's THE Bay Area Buy!

5000 WATTS • DAY AND NIGHT

WJW 850

The Blue horizon in Northeasterr. Ohio, for advertisers with vision.

BASIC BLUE FOR CLEVELAND

Represented Nationally by HEADLEY-REED CO.

the kind of announcements that would be required when editorial or other comment is expressed are cited in the bill.

The provision, Section 418, definitely bans discrimination against licensees and was designed to strike at newspaper divorcement. It reads as follows:

"The Commission shall make or promulgate no order, rule or regulation of substance or procedure, the purpose or effect of which will or may be to effect a discrimination between persons based upon race, or religious or political affiliation, or kind of occupation, or business association, and no rights, privileges, benefits, or licenses authorized by law shall be denied or withheld in whole or in part where adequate right or entitlement thereto is shown".

Wheeler Denies Mystery

Sen. Wheeler opened his news conference following the Tuesday session by denying there was any "mystery" about the bill, as indicated by published reports [BROADCASTING, May 22], although AP, INS and UP reporters had been told the previous week that he would have an "announcement" on Monday (May 22). All efforts to extract from Chairman Wheeler any information concerning the bill were met with: "Nothing 'til Monday."

He told the press Tuesday that he was "enamored of some of the provisions" and Sen. White was enamored of some and that the revised bill represented a compromise. Most of the provisions will be non-controversial, generally speaking, he said.

Sen. Wheeler outlined the legislation as follows: First, it reduces the FCC to five members and sets the Commission up in two distinct divisions, one for broadcasting and one for common carrier. Every member will rotate in office each year, he said, including the chairman.

Second, "we have tightened up all the procedural sections," he explained, adding that the language was "practically verbatim" what the Federal Communications Bar Assn. wanted. "To meet numerous complaints from broadcasters that the Commission has too much power, the methods of granting licenses, procedural and court review have been spelled out more exactly than ever before," he asserted.

He told of the "cease and desist" orders for violations of Commission regulations or the law itself. Two violations give the FCC power to revoke a license, but the licensee still has a right of appeal.

Sen. Wheeler described the Declaration of Congressional Policy and read it. That declaration included the belief that religious programs, public educational broadcasts and controversial issues should be carried without cost by stations.

"We also provided that the Commission shall make an annual report to Congress, with information and data on the functioning of the Commission," he said, "all new employes added during the year, compensation paid, and itemized statements of all funds." The proposed law provides that the Commission shall make specific request of Congress when it feels additional legislation is needed, he said.

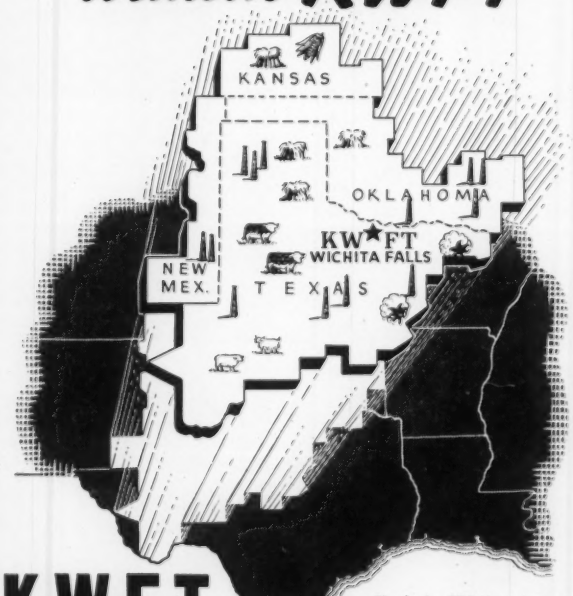
VIEWING VIDEO AT WRGB, General Electric Television station at Schenectady, is this group of Michigan publishers (front row, l to r): Chester Lang, vice-president, GE; George A. Osborn, publisher, *Sault Ste. Marie Evening News* (WSOO); Webb McCall, publisher, *Isabella County Times-News* and president of Michigan Press Assn.; W. W. Ottaway, publisher, *Port Huron Times-Herald*; Robert S. Peare, vice-president, GE, in charge of broadcasting and advertising. (Back row): Earl Chapman, business manager, *Flint Journal* (WJLB); W. E. Scripps, publisher, *Detroit News* (WWJ); J. E. Noll, business manager, *Jackson Citizen-Patriot* (WJLB); Gene Alleman, who is manager of the Michigan Press Association.

Sen. Wheeler explained the proposed limitation to 50 kw power for domestic stations and said "that's the practice now." He declared that 500 kw stations, such as WLW Cincinnati, which operated with that from May 1934 until March 1938, experimentally, "would put out of business virtually every little station in the country." Sen. Wheeler envisioned a network of 10 or 12 super-power stations which would "control" radio because such a network could blanket the country.

He said the Commission, under the bill, may duplicate clear channel stations, but the Commission must protect each station for a radius of 750 miles to avoid overlapping. The FCC already has duplicated two clear channels, those of KOA Denver and WOR New York, he explained. "If there's interference, they can protect each other by directional antenna," he added.

Sen. Wheeler said his provision against sponsorship of "news com-

You can't cover the Southwest without KWFT



KWFT

5,000 WATTS 620 KC.

Check the CBS listening area survey — and you'll see that KWFT dominates a rich Texas-Oklahoma area that should be covered on any schedule.

COLUMBIA AFFILIATE—Wichita Falls, Texas

Represented by PAUL H. RAYMER CO.

New York Chicago Detroit San Francisco Los Angeles

mentators and analysts" was "highly controversial." He smiled as he said "some members" of the Committee favored such a ban. It was understood that this provision caused heated argument in the executive session. Sen. Wheeler said he was "not concerned" about whether straight news is sponsored, but he did feel that commentators and analysts, particularly those who inject their own opinions or those of their sponsors, should not be "commercially sponsored."

"The clear channel and news ban are the two most controversial issues in the bill," he said. He drew the parallel that newspapers don't "sell" news stories. "How would you fellows like it," he asked, "if your story were carried as sponsored by some firm? Radio stations can buy stories from the wire services, and they can hire commentators, but news should be given to the public just the same as newspapers give it."

Carry All Candidates

He explained that the revised draft "enlarges" on political broadcasts and public controversial issues "so that the decision is not left to the whims of the Commission or the radio people either." That provision, he said, makes it mandatory for a station to carry all candidates if one is allowed to broadcast and to put on both sides of a controversial issue, if one is put on. He said stations may either sell or give time, but that they are not required to do it, only that if they afford time to one candidate or one side, then they must afford equal time to the opposition.

The proposed bill would require stations to identify "political speakers and commentators" and "name the sponsor," he said.

Sen. Wheeler listed as "one of the minor matters" a provision which specifies that the FCC cannot discriminate against an applicant because of his business. He made particular reference to newspaper ownership of radio, which, for sometime, was denied by the Commission, before the newspaper divorcement proceedings were dismissed.

He closed the conference by expressing the view that "you shouldn't be able to buy time for controversial issues." Sen. Wheeler advocated that stations set aside a particular period for such subjects and allow all interested parties to present their sides, alloting equal time in that period to each side.

WDEF, WJLD SHIFT REQUESTED OF FCC

APPLICATION was filed with the FCC last week for voluntary assignment of WDEF Chattanooga, Tenn., from Joe W. Engel, individual owner, to WDEF Broadcasting Co., for consideration of certain stock interests in the new company—500 shares preferred stock and 860 shares common stock, of which 500 shares common have been sold to Cartter Lupton, a major in the Army Air Corps, and 175 shares common to Edward Finlay, a practicing attorney. Both common and preferred issues have voting privileges. Mr. Engel is president of the new company. Robert F. Evans, vice-president, is vice-president and director of the Volunteer State Life Insurance Co. Mr. Finlay is secretary-treasurer. Reason for the shift is to "diversify investments and to share the responsibility of managing and developing the station through a corporation with responsible stockholders and directors."

Request was also sought in an application filed with the Commission last week for consent to voluntary assignment of license of WJLD Bessemer, Ala., from J. Leslie Doss, individual owner, to George Johnston, as an individual, for the sum of $106,000 cash. Mr. Johnston is president of the Par Value Investment & Loan Co., Birmingham (real estate and investments), and the Par Value Loan Co., industrial banking concern. Mr. Doss was formerly general manager of WJRD Tuscaloosa, Ala.

New Guild Chapter

STARTING with an initial membership of 50 top agency and network producers, Hollywood Chapter of Radio Directors Guild has been formed. Don Bernard, West Coast radio director of William Esty & Co., and producer of CBS *Blondie* series, has been elected president. Other officers are Paul Franklin, vice-president and freelance producer; Thomas Freebairn-Smith, secretary and producer of Foote, Cone & Belding; John Guedel, treasurer and freelance producer; Antony Stanford, membership committee chairman and producer of J. Walter Thompson Co. Phil Cohan of the Radio Directors Guild New York executive council attended the Hollywood organization meeting. Group adopted constitution of the New York parent body and a drive is under way to bring in 25 additional Hollywood members.

Welcome Wagon Service Making Market Studies

OVER 1,000 "hostesses" and traveling representatives employed by Welcome Wagon Service Co., Memphis, in operating its personal merchandising service in 500 cities of the U. S. and Canada, will be made available to national advertisers, agencies, broadcasting companies and other media for conducting consumer and dealer market studies. Project is an expansion of the activities of Civic Research Co., subsidiary organized to offer a local consumer and dealer research service to retail outlets, local advertisers, public utilities and radio stations.

The women's corps was originally built up by Welcome Wagon Service, to deliver at the homes of newcomers to a community a "Welcome Basket" containing the products and services of local merchants. Civic Research Co., which now operates in 13 cities, has been offering the services of the same trained "visitors," to conduct local surveys by personal interviews on such subjects as the standing of local radio programs or the consumer's post-war plans for buying a television set. A question on some issue relating to community welfare is combined with the questionnaires of at least three clients on each call.

Clients contract for a minimum of 35 calls per week, the calls based on a cross-section according to population and income brackets. Madeleine Reynolds, is division director.

NBC AFFILIATED STATION

RICHMOND, VA.

WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE

5000 WATTS

ITCHING FOR RESULTS IN DOG SCRATCH (Ky.)?

Frankly, *we're* not! We think we'd be wasting our time and your money—because little towns like Dog Scratch just obviously can't produce very much. The Louisville Trading Area—a market with *twice* the number of income-tax payers found in the remaining 93 Kentucky counties combined—is the surface to gouge in Kentucky! Over a million people live here. They account for 57.5% of all Kentucky's sales. *WAVE gives you complete coverage at lowest cost.* Scratch where it'll do the most good, pardner—with WAVE!

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

CBC Suggests Havana Treaty Deadline Be Changed to 1948

POSTPONEMENT of the deadline of the Havana Treaty changes from April 1, 1946, to March 29, 1948 or to a date two years after the cessation of hostilities, whichever is the longer, has been suggested by the Canadian Broadcasting Corp. through the Canadian government. Announcement of this request was made by Dr. A. Frigon, CBC acting general manager, during a recent hearing of the Parliamentary Committee on Broadcasting at Ottawa. Dr. Frigon told the committee that the CBC Board of Governors had made this recommendation after its March 27 meeting. The CBC believes "that other countries will be only too pleased to agree to our request, because full implementation of the Havana Agreement has not been possible owing to the fact that in wartime the manufacturing industry has transformed its production from civilian to military requirements."

He reported that just before the outbreak of war the CBC had arranged with the Canadian Marconi Co. for an FM station on Mount Royal, Montreal. No progress was possible due to the war. Television and facsimile transmission permits have also been delayed. "Although we admit the necessity for Canada to keep up with normal progress," Dr. Frigon stated, "we deny that it is extremely urgent to grant broadcasting permits now for television, FM and facsimile".

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EXACT MEASUREMENTS
ANY HOUR—AND DAY
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PROMOTION TOPICS DISCUSSED BY NBC

PROMOTION problems of NBC and its owned and operated stations made up the agenda for a three-day roundtable discussion meeting of the station promotion managers in New York last Wednesday through Friday. Frank E. Mullen, vice-president and general manager, in welcoming the group, stated the meeting will be an annual event.

Plans for an expanded "Parade of Stars" promotion campaign in the fall, various methods of promoting network and station general listening as well as individual programs, and means of exploiting the results of the all-county and other surveys were among the topics discussed.

Charles P. Hammond, NBC director of advertising and promotion, acted as chairman. In attendance were: Mahlon Glascok, WRC Washington; Emmons C. Carlson, WMAQ Chicago; Howard Barton, WTAM Cleveland; Charles Philips, KOA Denver; Frank Ford, Western division sales promotion manager, Hollywood; Helen Murray Hall, KPO San Francisco; Edward deSalisbury, Charles B. H. Vail, WEAF New York.

NBC executives taking part included: Barry Rumple, research manager; James M. Gaines, assistant promotion manager; James Nelson, network sales promotion manager; Arthur L. Forrest, public service promotion manager; Willis B. Parsons, radio recording promotion manager; William C. Roux, spot sales promotion manager; Hartley Samuels, in charge of "Parade of Stars" promotion.

WICKARD PROTESTS FARM HOUR CHANGE

IN A JOINT telegram to Edward J. Noble, chairman of the board of the Blue Network, Secretary of Agriculture Claude R. Wickard and War Food Administrator Marvin Jones expressed their concern over elimination of daily broadcasts of the *National Farm & Home Hour*.

The 16-year-old public service feature of the Blue network given in cooperation with the U. S. Dept. of Agriculture, will change its format June 16 and will go under the new title, *The Homesteaders*. Curley Bradley will continue as m.c., and the time of the broadcast will temporarily remain the same. The Saturday program will be continued as *National Farm & Home Hour* and a five or six-minute period will be available to the Department of Agriculture for farm news or speakers and a similar period for homemaker information by Ruth Van Deman.

James G. Patton, president of the National Farmers Union, on May 25 sent a telegram of protest to Phillips Carlin, vice-president of the Blue network, on behalf of the farmers in the National Farmers Union. The telegram stated in part that modification of the program "leaves agriculture without a network vehicle for the dissemination of impartial, complete, disinterested news and information."

WLB to Act

(*Continued from page 13*)

AFM in the interests of IBEW members.

It was pointed out that the agreement covers all recordings with or without music but a joint IBEW-AFM committee will be set up to rule on cases where jurisdiction is in doubt. The agreement, dated March 15, 1944 and signed by both Mr. Brown and Mr. Petrillo, as read at the meeting, stated:

It is declared and agreed that the installation and maintenance of all equipment connected with the operation of said records and transcriptions is within the jurisdiction of the IBEW.

It is declared and agreed that the operation of records and transcriptions, which includes the placing on the record on the machine, the starting of the machine, the placing of the head upon the record and the regulation of the tone volume, where it is an integral part of the turntable, is within the jurisdiction of the American Federation of Musicians.

All other installation, maintenance and operation of technical equipment comes within the field of the electrical engineer and is within the jurisdiction of the IBEW.

PRELIMINARY study of small market station coverage prepared by the NAB engineering and research departments was examined May 22-23 at a meeting of the NAB Small Markets Station Committee. Chairman was Marshall Pengra, manager of KRNR Roseburg, Ore.

PAUL KESTEN, CBS executive vice-president, and Dr. Peter Goldmark, chief television engineer of the network, will speak briefly at the May meeting of the Television Press Club of New York on Wednesday noon.

"Now, if we were only staying at THE ROOSEVELT"

When you stop at The Roosevelt you don't risk getting marooned like this. For you'll be within walking range of Manhattan's Midtown activities. Direct passageway from Grand Central Terminal to hotel lobby. A reservation at The Roosevelt liquidates a lot of bother.

Rooms with bath from $4.50.

HOTEL ROOSEVELT
MADISON AVE. AT 45th ST., NEW YORK
— A HILTON HOTEL —
ROBERT P. WILLIFORD, General Manager

Other Hilton Hotels From Coast to Coast:
TEXAS, Abilene, El Paso, Longview, Lubbock, Plainview; NEW MEXICO, Albuquerque; CALIFORNIA, Long Beach, Los Angeles, The Town House; MEXICO, Chihuahua, The Palacio Hilton. Hilton Hotels. C. N. Hilton, President.

VIDEO EXPERTS who took part in the first meeting of the Television Seminar presented by the Radio Executives Club are (l to r): Dr. A. N. Goldsmith, engineer and inventor; Richard Hubbell, coordinator of the Seminar and author of *4,000 Years of Television;* James Lawrence Fly, FCC chairman; Murray Grabhorn, president, Radio Executives Club; Niles Trammell, president, NBC. Course of lectures on television runs from May 18-Aug. 24, Thursdays, 8:30 p.m., Studio 6-A, NBC, RCA Building, New York.

FCC, OWI Control Release of Enemy News to U. S. Press, Hensley Reveals

DISCLOSURE that release in this country of news emanating from enemy sources is controlled by the FCC and OWI was made last Friday before the House Select Committee to Investigate the Commission by Malcolm S. Hensley, chief of wire services, Foreign Broadcasting Intelligence Service, FCC.

His revelation came during cross-examination by Harry S. Barger, Committee chief investigator and assistant general counsel, on a statement Mr. Hensley had submitted the day before. When Mr. Barger asked: "After all, if this foreign news is selected, first by FBIS and then by OWI, it becomes a matter of the public hearing only what the Government wants it to hear, unless it listens to the foreign broadcasts directly; is that not true?"

Abhors "Suppression"

"That is right," replied Mr. Hensley. Mr. Barger had quoted from the Hensley statement which the witness said was suggested by Edward Brecher, special analyst of the FCC Law Dept., and which said in part: "We take pride in believing that American public opinion is the best informed in the world, and we look with horror on those governments which suppress foreign news or make it a criminal offense to listen to news from abroad."

Mr. Hensley said the OWI was responsible for "making material available to the press." When Mr. Barger remarked: "The public hears only what those two agencies (FBIS and OWI) think it should hear in the matter of foreign broadcasts?" Mr. Hensley said:

"Not what they think the public should hear; what they can make available to the press associations and what the press associations choose to publish."

How FBIS Operates

Chairman Lea (D-Cal.), who was renominated on both the Democratic and Republican tickets in his district [BROADCASTING, May 22], and Rep. Warren G. Magnuson (D-Wash.), both of whom have been campaigning, attended Fridays' hearing, as did Reps. Edward J. Hart (D-N.J.) and Louis E. Miller (R-Mass.). Hearings will be resumed Tuesday (May 30) at 10 a.m.

Dr. Leigh continued his defense of FBIS operations when he took the stand last Thursday, outlining present operations, which consist of nine processes. These he listed as: Schedule making, interception, monitoring, translation, wire service, daily report, analysis, queries and special services.

Mr. Hensley, formerly of the *Goose Creek* (Tex.) *Sun*, explained how the FCC operates its several wires for other Government agencies. A teletype machine had been installed in the Committee hearing room and during his testimony the machine was cut in to show the Committee how it works.

He said the wire services section is interested in foreign broadcasts (from enemy stations) for analysis as to political and diplomatic intelligence, military intelligence, economic intelligence, propaganda trend intelligence. Copies of the FBIS daily analyses (stamped "restricted") were provided for the Committee but not for the record. They contained excerpts of enemy broadcasts.

Answering charges before the Committee that the FCC subscribed to 95 daily newspapers, Mr. Hensley said that since appropriations had been cut FCC personnel voluntarily purchased 30 daily newspapers out of their own funds as an aid to ther work. He denied the publications were taken for the "private use" of individuals. The newspapers, he said, were used to carry on an "editor training" program.

Hensley's Experience

Under cross-examination Friday Mr. Hensley said cost of installing the teletype machine for the Committee's edification was "approximately $9.10". He was questioned closely regarding his experience before joining the FCC and said he was graduated in 1934 from the U. of Missouri with a Bachelor of Journalism degree, and that he had worked on several small newspapers in Texas.

Mr. Barger presented his personnel record which showed that Mr. Hensley was editor of the *Goose Creek Sun* when he went to the FCC in 1941, but Mr. Hensley said he was "on the payroll as director of advertising and promotion", although he did "some editorial work'. He also said he had been a student helper at KFRU Columbia, during his college days, and later worked for a short time on KOB Albuquerque, N. M.

He testified his starting salary at the FCC was $2,600 and that today he draws $5,600 annually. He is 31 and a native of New Mexico.

Ellis Porter, chief of the reports section, FBIS, presented a brief resume of his duties.

Don Lee Cancels 2 Religious Hours

Program Shift to ABC In Line With Newly Established Policy

CONTINUING its overall program revisions, and in keeping with recently announced policy on commercial religious programs [BROADCASTING, March 6], Don Lee Broadcasting System, Hollywood, West Coast outlet of Mutual, has cancelled the thrice-weekly half-hour Dr. Louis T. Talbot and *Haven of Rest* broadcasts on 36 Pacific Coast stations of that network as of June 2 and 3. Series are sponsored by Bible Institute of the Air, Los Angeles, and Crew of the Good Ship Grace Inc., Los Angeles, respectively.

Shift to ABC

With cancellation, programs will shift to Pacific Coast stations of the newly organized "per occasion" network, Associated Broadcasting Corp., starting June 5 and 6. Mr. Van Newkirk, West Coast manager of ABC at press time informed BROADCASTING that the two early morning programs are being offered to all Pacific Coast stations of that network on a thrice-weekly half-hour basis. Dr. Talbot is scheduled for Mon.-Wed.-Fri., 8-8:30 a.m., with *Haven of Rest*, Tues.-Thurs.-Sat., 8-8:30 a.m., thus maintaining same broadcast time as used on Don Lee stations.

WORLD WORDS

Recommended Pronunciations by

W. CABELL GREET

Speech Consultant, C.B.S.

Announcers, actors, newswriters—all radio people will use this big, timely, authoritative guide to the pronunciation of names and places in the news all over the globe. Up-to-date! *12,000 entries • 410 pages.* Self-pronouncing. $3.00

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Morningside Heights • New York 27

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THE KEY STATION OF THE MARITIMES

Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

or JOE WEED
350 Madison Ave.
New York

for SMN* it's WHN

DIAL—1050
50,000 WATTS

★ SPORTS · MUSIC · NEWS

"THE WORLD'S BEST COVERAGE U.P. OF THE WORLD'S BIGGEST NEWS"

MONEY TO BURN

Farmers in this six-state area never had more money in their lives. They're BUYING! WIBW can make them ask for your product.

WIBW The Voice of Kansas in TOPEKA

★ A Preferred Market
April *SALES MANAGEMENT*
WFMJ
YOUNGSTOWN, OHIO
28 TH U. S. METROPOLITAN DISTRICT
MORE LISTENERS PER DOLLAR
ASK HEADLEY-REED
New York - Chicago - Detroit
Atlanta - San Francisco

New Rules of the Federal Communications Commission Permit You to Place Your NBC, Blue or CBS Network Programs on WSAY
—if the network they are on cannot furnish coverage here
WSAY
ROCHESTER, N. Y.
MUTUAL OUTLET
THIRD LARGEST MARKET in the COUNTRY'S GREATEST STATE

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

Don't dig so hard for sales when they come so easy in Albany!

WGPC
ALBANY, GA.
CBS
REPRESENTED BY SPOT SALES

Actions of the FEDERAL COMMUNICATIONS COMMISSION

MAY 20 TO MAY 26 INCLUSIVE

Decisions . . .

MAY 23

Texas Star Broadcasting Co., Houston, Tex.—Granted petition reinstate and grant application for CP new station, 1230 kc, 250 w, unlimited, in accordance with Jan. 26 Policy.

York County Broadcasting Co., Rock Hill, S. C.—Granted CP new station, 1340 kc, 250 w, unlimited, subject to Jan. 26 Policy.

KOBH Rapid City, S. D.—Granted transfer control from Tri-State Milling Co., C. A. Quarnberg, E. F. Gronert, P. R. Quarnberg, George E. Bruntlette and William McNulty to Robert J. Dean.

MAY 24

The Crosley Corp., Cincinnati (WLW WSAI)—Granted 30 day extension license for WLW. Denied petition for indefinite suspension etc. effective date of Sec. 3.35.

Courier-Journal & Louisville Times Co., Eastwood, Ky.—Granted CP new developmental station, 45,500 kc, 1 kw maximum.

Blue Network Co., New York—Designated for hearing application for authority to transmit programs to XELO Ciudad Juarez, Mexico.

KAND Corsicana, Tex.—Dismissed application for CP operate on 1340 kc with 250 w, unlimited.

WGST Atlanta, Ga.—Granted CP make changes in transmitting equipment and increase maximum rated carrier power output of auxiliary transmitter from 1 kw to 2½ kw.

WHBF Rock Island, Ill.—Granted CP install Gates-American Type 250-A transmitter as 250 w auxiliary.

Alfco Co., St. Louis—Placed in pending file application for new commercial television station.

International Detrola Corp., Detroit—Same.

Applications . . .

MAY 22

Hearst Radio Inc., New York—CP new FM station, 48,700 kc, 8,570 sq. mi. coverage, $65,000 estimated cost.

WINX Washington, D. C.—Transfer control from Lawrence J. Heller, Agnes W. Heller, Agnes W. Heller as trustee, and Richard K. Lyon to Eugene Meyer & Co, partnership composed of Eugene Meyer and Agnes Meyer d/b *Washington Post*.

WDEF Chattanooga, Tenn.—Voluntary assignment to WDEF Broadcasting Co. from Joe W. Engel.

WJOB Hammond, Ind.—CP new FM station, 49,900 kc, 2,241 sq. mi. coverage, $12,860 estimated cost.

MAY 25

Southern Tier Radio Service Inc., Binghamton, N. Y.—CP new standard station, 1490 kc, 250 w, unlimited (facilities of WOLF).

WSAR Fall River, Mass.—CP new FM station, 47,300 kc, 2,120 sq. mi. coverage, $33,000 estimated cost.

WCKY Cincinnati—CP new FM station, 45,900 kc, 13,700 sq. mi. coverage, $150,000 estimated cost.

Tennessee Broadcasters, Nashville—CP new standard station, 1240 kc, 250 w, unlimited.

KELO Sioux Falls, S. D.—CP install new antenna.

Queen City Broadcasting Co., Boise, Ida.—CP new standard station, 1030 kc, 1 kw, unlimited, amended to change 1030 kc to 600 kc, install DA-N and change transmitter site.

WJLD Bessemer, Ala.—Voluntary assignment to George Johnston from J. Leslie Doss.

MAY 26

Standard News Assn., Patchogue, N. Y.—CP new standard station, 1540 kc, 1 kw, unlimited.

Board of Education, School District of Detroit, Mich.—CP new non-commercial educational station, 42,700 kc, 1 kw, special emission. Resubmitted.

KPLC Lake Charles, La.—CP change 1490 kc to 1470 kc, increase 250 w to 1 kw, install new transmitter, make changes in antenna.

WREN Lawrence, Kan.—CP increase 1 kw N 5 kw D to 5 kw DN, move transmitter from Tonganoxie, Kan., to Topeka, Kan., and studio from Lawrence to Topeka, install DA-DN.

Broadcasting Corp. of America, North of Brawley, Cal.—CP new standard station, 1420 kc, 1 kw, unlimited, amended to specify transmitter site and change studio site.

KINY Juneau, Alaska—CP for reinstatement of CP as modified to increase 1 kw to 5 kw, install new transmitter and make changes in antenna.

Ohio Broadcasting Co., Canton, Ohio—CP new FM station, 46,100 kc, 8,499 sq. mi. coverage, $30,500 estimated cost.

CONCORD MUSIC Publishing Co. and Pioneer Music Press are new affiliates of SESAC and their music available for use by stations licensed by SESAC. Concord specializes in publications for string, woodwind and brass combinations, and Pioneer's catalog includes choral arrangements of hymns and traditional songs, SESAC reports.

WILL PAY CASH PRICES
for
1000 WATT TRANSMITTER EQUIPMENT INCLUDING
FREQUENCY MONITOR
MODULATION MONITOR
TWO INSULATED TOWERS
(Approx. 350 feet)
SPEECH INPUT EQUIPMENT
WRITE BOX 323
BROADCASTING MAGAZINE

Sponsor Files Suit In WOAI Contract

Asks $10,000 Damages for Cancellation of Program

SUIT for $10,000 has been filed in Bexar County district court by San Antonio Brewing Assn., manufacturers of Pearl Beer, against Southland Industries Inc., owners and operators of WOAI San Antonio, for alleged damage to reputation, goodwill and loss of profit.

Beer firm claims a breach of contract by the station due to station's failure to broadcast news program sponsored by Pearl on Saturday night Oct. 23, 1943, 10-10:15 p.m. Because of importance of the football game between Louisiana Southern Institute and Southwestern U., both bowl contenders, WOAI requested that sponsors relinquish their time enabling station to carry the game which was played in Houston and broadcast under sponsorship of the Humble Oil Refining Co. over the Texas Quality Network. Net receipts including broadcast rights totaling $28,578 were donated to Navy Relief funds and the Community Chest.

Station offered Pearl alternative of broadcasting 8-8:15 Saturday with announcement to that effect on the program Friday night, or complete cancellation without charge, and courtesy announcement preceding game broadcast. Pearl refused and WOAI cancelled their time along with 12 other commercial programs, referring to paragraph A section 7 of their contract which licenses them to operate in the public interest, convenience and necessity.

Brewery bases its breach of contract claim on NAB code, contending the broadcast of a football game was not a sustaining program, that neither agency nor sponsor's approval was given for cancellation, and that program was not of public importance.

WITH improved working conditions for technicians, KFWB Hollywood renewed its agreement with Broadcast Unit of Local 40, IBEW, on May 23, retroactive to April 14, following War Labor Board approval.

INCREASED POPULATION
GREATER RETAIL SALES

KSEI
POCATELLO · IDAHO

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Washington Engineering Firm needs draftsman and a qualified radio engineer. Must be good. State Starting Salary desired and draft classification. Box 209, BROADCASTING.

Announcer—Top-flight, experienced, capable, ad-lib, straight. Real opportunity for sound far-sighted performer. Outstanding New England 5 kw. Give all details, availability, salary requirements first letter. Prompt reply. Box 292, BROADCASTING.

Production Manager capable supervising all studio activity and acting as assistant program manager. Not a duration job. Regional station, network affiliate between New York and Chicago. State previous experience, draft status, salary expected and references. Box 294, BROADCASTING.

Accountant—to work as assistant to auditor in mid-west regional station. Good opportunity in lieu of expanding operations. Box 295, BROADCASTING.

Wanted: Holder of 1st class license to serve as chief engineer for 1 KW midwest station in town of 25,000 pop. Station has definite post-war plans, including FM application already filed. State qualifications, references, etc., 1st letter. Write Box 301, BROADCASTING.

Wanted: Salesman on western station carrying full basic NBC schedule plus Blue programs. Salary $37.50 per week plus bonus on billing. You would be given substantial billing to start. Station located in city of 65,000 population. Delightful climate and pleasant living conditions. Box 310, BROADCASTING.

Wanted: Program Director-Announcer small CBS station permanent. Box 312, BROADCASTING.

Wanted: Combination Announcer-Engineer southern networks station. Free apartment. Permanent. Box 313, BROADCASTING.

Wanted: Home economics director for midwest network regional. Must be experienced in home economics and radio with good air personality and a pleasing manner with participating sponsors. Send complete particulars on age, qualifications and accomplishments to Box 317, BROADCASTING.

Wanted: Transmitter engineer first, second or third class license. For complete details write or wire Chief Engineer, WIBX, Utica, N. Y.

One of America's prestige radio stations has opening on announcing staff. Unusual opportunity for advancement in constantly expanding organization with plans for FM and television. Submit audition E. T., photo, statement of experience, education, draft status to Program Director, KMBC of Kansas City, Missouri. Certificate of availability required.

First Class Engineer with some announcing ability. Pleasant working conditions, moderate living cost, send full particulars first letter to WSPB, Sarasota, Florida.

Announcer—Experienced, by 1000 watt Blue Network station in thriving city. Advise age, draft status, references, and whether transcription available. Also your phone number. $56 for 50 hours to right man. Write Manager, WFDF, Flint, Michigan.

Situations Wanted

First Class Technician, 6 years radio, 25, 4F. Desire permanent location in southern California or other healthful climate, preferably dry. No temporary job considered. Box 299, BROADCASTING.

Former Bureau Chief of major world-wide news service aims to trade editor's desk for return to news reporting overseas. Youthful, energetic, deferred. Cable and radio experience. Box 325, BROADCASTING.

Situations Wanted (Cont'd)

Announcer—experienced, capable, versa-delivery. News and dramatics. Draft classification 4-F. $50 weekly. Box 217, BROADCASTING.

Versatile, experienced producing-writing-announcing team desires permanent connection with southern California station or agency. Box 277, BROADCASTING.

Radioman of nine years experience available July 1st. Personality announcer with versatile delivery; audience-building morning and platter shows. Experienced station and sales manager, program director. 30, 4-F, 3 children. Seeking permanent connection of responsibility with commensurate salary. Box 301, BROADCASTING.

Young Man, 4-F, four years in radio as announcer. Acting experience. Successfully handled all types of shows. Programming ability. Interested in writer-producer or announcer position more fully utilizing capabilities. Can produce results. Box 303, BROADCASTING.

Managership Open? Thanks for reading this. Knowledge, experience, progressive, complete reliability, youthful, draft exempt, excellent reason for desiring change. Write confidentially and we'll confer. Box 304, BROADCASTING.

Engineer. 15 years experience; 7 as chief on regional, 3 with FCC, 1st class phone. Interested only permanent position with 10 to 50 kw. West Coast or Texas station. Available June 15. 1AH draft. Box 305, BROADCASTING.

Writer—original radio plays. Talent plus. Experienced. Also act and announce. Draft deferred. Box 307, BROADCASTING.

Announcer—young, capable, college background, 4F, limited experience. Will go anywhere, available immediately. Box 308, BROADCASTING.

Program Director-Announcer. Experienced capable. Permanent job only. Box 311, BROADCASTING.

Program Director — Assistant Manager, capable assuming complete responsibility. Program, production, continuity, traffic, office management. Twelve years experience, local, regional and national network affiliates. Also complete musical background. Results guaranteed. Age thirty-nine, married, family. Excellent references. Desire permanent position with network affiliate. Box 314, BROADCASTING.

Operator, 28, draft exempt, first phone, some 5 kw experience, varied previous radio work, no handicaps, prefer high power. Box 316, BROADCASTING.

If experience, ambition, college degree, and 4-F classification can help your continuity department let's correspond. Now continuity chief of small station. Young, single, $50 minimum, any locality. Box 318, BROADCASTING.

Newsman—Friendly voice, writer. Write Box 319, BROADCASTING.

Engineer—Desires part-time work NYC or vicinity two evenings per week, all Saturday, and one week during summer at your convenience. First class radiotelephone license, college education, 5 years in charge of maintenance on 50 kw AM and 1 kw FM transmitters, two years project and field engineering for leading UHF engineering concern, draft deferred. Box 320, BROADCASTING.

Announcer; NBC recommends affiliate experience; 4 weeks training WIS; prefer East but willing to go elsewhere; writing experience; audition transcription available; 4F, $45 minimum. Larry Stone, WIS, Columbia, S. C.

Announcer, Production Director and script writer with six years experience—4F. Box 321, BROADCASTING.

Situations Wanted (Cont'd)

Announcer—experienced, capable, versatile desires connection with 50 kw. metropolitan area. Employed past year chief announcer 10 kw. I do not ask that you employ me on strength of this ad. I do ask that you listen to my transcription which I will send upon request. Age 23, married, one child, 4F, Box 322, BROADCASTING.

Chief Engineer, 29 married. Ten years experience design, installation, operation. Complete charge AM-FM. Graduate engineer. Airmail data, photo. Box 324, BROADCASTING.

Wanted to Buy

Wanted—Speech equipment, any kind. Also frequency and modulation monitors. Box 177, BROADCASTING.

Wanted—Broadcast Equipment for 250 Watt Station. Need everything from turntables to towers. If you have a 180 foot tower, transmitter, frequency monitor, Modulation monitor, amplifiers, turntables for immediate cash sale, address Box 238, BROADCASTING.

Wanted to buy either 250-, 500-, or 1000-watt approved broadcast transmitter. Also approved modulation and frequency monitors. Address Box 260, BROADCASTING.

Will pay cash for FCC approved 250 watt transmitter and complete equipment for 250 watt station. Box 291, BROADCASTING.

Wanted to purchase complete equipment for 250 watt station. Cash payment. Box 300, BROADCASTING.

Wanted: One or two sixteen inch dual speed turntables. Describe and state price. Box 306, BROADCASTING.

Wanted Frequency and modulation monitor; other equipment. Box 309, BROADCASTING.

Want to buy—complete equipment for 250 watt station . . . have outlet location for major network, major market; if you prefer partnership, would consider same; can finance installation and start . . . write Box 315, BROADCASTING.

Wanted: F. C. C. approved frequency and modulation monitors Studio Console and associated equipment. P. O. Box 2204, Birmingham, Ala.

Wanted: Two RCA "V" cut crystals 1340 KCS or below. P. O. Box 2204, Birmingham, Ala.

Wanted: Tower obstruction lights complete —C.A.A. approved. P. O. Box 2204, Birmingham, Ala.

For Sale

For Sale: 125 foot tower suitable support FM antenna also 200 ft to 300 ft Radio tower, Box 269, BROADCASTING.

Two RCA "V" cut crystals 1370 KCS. P.O. Box 2204, Birmingham, Ala.

WJAG ONLY LINK IN NORFOLK FLOOD

NEBRASKA flood waters a week ago cut Norfolk off from the outside world except for contact by WJAG Norfolk with KOWH Omaha. Announcers Harold Kline and Ken Myers couldn't get to the main studios, located in the inundated Hotel Norfolk, so they went to the main transmitter and broadcast all day, relieved by Noel Ball, Hollis Francis and Wayne Larson. Evelyn Wollam acted as news editor.

Station manager Art Thomas was in the office in the Hotel Norfolk basement when the flood waters started entering. He had to wade through water to escape being trapped and went to the studio on the mezzanine floor, collecting news and sending it to the transmitter by messenger.

Floodbound farmers, in Norfolk for the day, used WJAG to broadcast to neighbors to milk their cows, feed stock.

NBC Video Exhibit

TELEVISION'S potentialities as a retail advertising medium were demonstrated Thursday at NBC, New York, to 22 representatives of retail organizations comprising the Associated Merchandising Corp., holding its semi-annual meeting in New York. C. L. Menser, NBC vice-president in charge of programs; Charles B. Brown, advertising director of RCA Victor, and J. W. Goldstein, publicity director, Stix, Baer & Fuller, St. Louis, addressed the group.

FOR SALE

5 kw. fulltime network affiliate on Pacific Coast. Very profitable operation. In your reply state details regarding yourself or whom you represent, and financial background indicating ability to finance purchase.

BOX 286 BROADCASTING

ANNOUNCER WANTED

Experienced, versatile, general routine, news, deferred. 5 kw network affiliate, major midwestern market. The man we want must be worth $65 or more per week to start and must be looking for a permanent position and have the ability to advance to an executive position. Include references, phone number, snap shot and all other pertinent data in first letter. All replies confidential.

BOX 293, BROADCASTING

Requests for AM, 3 FM CPs Filed

Facilities of WOLF Syracuse Sought for Binghamton

SOUTHERN Tier Radio Service Inc. has filed with the FCC an application for a new local outlet in Binghamton, N. Y., requesting the facilities (250 w unlimited time on 1490 kc) of WOLF, Syracuse local.

The application sets forth that several incorporators of the new company are employed by or affiliated with WSYR Syracuse, which has filed with the Commission a statement requesting that the WOLF assignment be shifted so as to alleviate interference with WSYR [see story on this page]. Most of the equipment for the proposed outlet has already been obtained from WSYR and WTRY Troy, N. Y., the application states.

FM Applications

Incorporators of the new company and their interests are: Donald W. Kramer, president (300 shares—10%), attorney with law firm of Kramer, Knight & Wales; A. G. Belle Isle, vice-president (10%), chief engineer of WSYR; Charles H. Buck, secretary (10%), real estate broker; N. L. Kidd, treasurer (5%), treasurer of WSYR; Thomas A. MacCleary, a director (10%), insurance business; Dr. Samuel M. Allerton, 10%; Robert J. Kelly, 5%, accountant; Donald J. DuVall, 5%, manager of Monroe Calculating Machine Co.; Dr. James W. Calella, 5%; L. C. Ryan, 5%, attorney, director, and secretary for WSYR; Thomas Rourke, 5%, treasurer of WTRY; Carlos Franco, 16.7%, account executive with Young & Rubicam, New York.

Doughty & Welch Electric Co., licensee of WSAR Fall River, Mass., has filed with the Commission for a new FM station to operate on 47,300 kc with coverage of 2,120 sq. mi. Estimated cost for the outlet is $33,000. WCKY Cincinnati seeks an FM outlet for 45,900 kc with coverage of 13,700 sq. mi. and an estimated cost of $150,000. Hearst Radio Inc. (WBAL Baltimore, WINS New York, WISN Milwaukee), requests a new FM station for New York to cost an estimated $65,000. Frequency of 48,700 kc and coverage of 8,570 sq. mi. are sought.

KIUL Assignment

CONSENT has been granted by the FCC to voluntary assignment of the license of KIUL Garden City, Kan. from Garden City Broadcasting Co., owned by Homer A. Ellison and Frank D. Conard, to Mr. Conard individually doing business as Radio Station KIUL. Mr. Ellison, now in Government service, sells his interest to his partner for "$18 and other considerations", the application states.

ROCHESTER LOCAL SOUGHT BY SENECA

A THIRD application for a new local in Rochester, N. Y., presumably earmarked for Blue Network affiliation, has been filed by Seneca Broadcasting Corp., of which Harold Meyer, general manager of WSRR Stamford, Conn. and president of the Connecticut State Network, is the executive vice-president. The application, like the others pending, is for 1240 kc with 250 w fulltime. It sets forth that all equipment is on hand and that no critical materials would be entailed.

Associated with Mr. Myer is R. W. Deacon, vice-president of Lansdowne Steel Co., Lansdowne, Pa., who with his family would hold majority interest. Rochester residents with minority interests include Nelson Lengman, executive vice-president, Union Trust Co.; Herman Genhart, director, Eastman School of Music; J. C. O'Brien, president, Rochester Bar Assn.; and William J. Lewis Jr., vice-president of Rochester Ice, Coal & Utilities Co. Bert Williamson, KTKC Visalia, Cal., holds 100 shares of the 1,000 authorized.

Other applications for the Rochester assignment are WARC Inc., in which the principals are Mrs. Roger Clipp, wife of the president of WFIL Philadelphia, and S. W. Townsend, WKST New Castle; and the Rochester Broadcasting Corp., sponsored by Rochester residents. Gordon P. Brown, operator of WSAY Rochester, who will vacate the 1240 kc assignment for 1370 kc with 1,000 w, also has applied for 1240 kc at Geneva, N. Y.

Coffee Firm Expands

ISBRANDTSEN-MOLLER Co., New York, subsidiary of Isbrandtsen Steamship Co., will extend radio promotion for "26" coffee to stations in New York, New Jersey and Connecticut, as soon as sufficant glass containers for the product can be obtained. Adding to initial advertising on WOR New York [BROADCASTING, April 3], the company will use participations in women's interest and news programs. Agency is Cowan & Dengler, New York.

WBTH Transfer Sought

WILLIAMSON Broadcasting Corp., Willimson, W. Va., licensee of WBTH, has applied to the FCC for voluntary transfer of control from George W. Taylor, William P. Booker and William B. Hogg to Lewis C. Tierney and his wife, Helen S. Tierney, through transfer of 144 shares or all of the issued and outstanding stock for a total consideration of $26,000. Mr. Taylor, who holds 63 shares (43.7%), is president; Mr. Booker, now in the Service, is vice-president and treasurer and holds 62 shares (43%), and Mr. Hogg, secretary, holds 19 shares (13.19%). Mr. Tierney, who has been in the coal business for the past 11 years, would hold 57 shares and his wife the remaining 87 shares. Transferors no longer have necessary time to devote to the station, the application stated.

Developmental, 2 Local CPs Are Granted by FCC

THE FCC last week granted the petition of the Texas Star Broadcasting Co. for reinstatement and conditional grant of its application for a new local station for Houston, to operate on 1230 kc, unlimited time, with 250 w. Grant was made in accordance with the FCC-WPB policy statement of January 26. President of Texas Star is Roy Hofheinz, attorney and county judge, who holds 75% or the common stock and 15% of the preferred stock. W. N. Hooper, vice-president and secretary-treasurer, holds the remainder of both stock issues. Mr. Hooper is partner in the Dr. Hooper Oil & Royalty Co. and the Dr. Hooper Ranch Co.

A new local outlet for Rock Hill, S. C., was granted to Ernest H. Carroll, Virginia B. Carroll, James S. Beaty Jr. and William C. Beaty, doing business as the York County Broadcasting Co. Subject also to the January 26 notice, the new station will operate unlimited time with 250 w on 1340 kc.

At the same time the Commission granted the licensee of WHAS Louisville, the Courier-Journal & Louisville Times Co., a construction permit for a new developmental station on 45,500 kc with power not in excess of 1,000 w. It is reported equipment has been obtained for the station.

Drawn for BROADCASTING by Sid Hix

"He Said, Be Sure His Phi Beta Kappa Key Shows!"

WSYR Seeks WOLF Frequency Change

Station Protests Interference Of Syracuse Local's Signal

SEEKING to eliminate interference caused in listeners' receivers by the image frequency and beat note of another station, WSYR Syracuse, which operates unlimited time with 5,000 w on 570 kc, has filed with the FCC a statement requesting that the frequency of WOLF, Syracuse local, be changed from 1490 kc to 1450 kc to alleviate the situation.

Containing all data which would be necessary if an application for modification of license were filed on behalf of WOLF, the report explained that as the intermediate frequency used in a great number of superheterodyne receivers of recent years is 456 kc and as most of these receivers do not employ tuned radio frequency amplification ahead of the first detector (which when subject to strong signal intensities would cause the image frequency to exist at twice that frequency or 912 kc, lower than the undesired frequency) the image frequency of WOLF accordingly falls theoretically at 578 kc and produces an 8 kc beat note on 570 kc, the WSYR assignment. The report further points out that even mistuned receivers, to the allowable degree, also effect the interference condition, and with an intermediate frequency tuned to 460 kc the WOLF image frequency and beat note are exactly on 570 kc.

The statement revealed that in one case a dealer was forced to return a large shipment of new receivers to the manufacturer because of the tuning of the intermediate frequency and the WOLF situation.

The WSYR statement pointed out that the new WOLF frequency would increase the coverage of the local outlet to a slight degree for all contours.

KDRO to Hinlein

CONSENT has been granted by the FCC to the voluntary assignment of license of KDRO Sedalia, Mo., from Albert S. and Robert A. Drohlich, doing business as Drohlich Bros., to Milton J. Hinlein, commercial manager of the station since March 1943, for the total consideration of $36,500. Both Drohlich brothers have been in the Army Air Corps since the first of 1943. Robert Drohlich, stationed at El Paso, Tex., is completing training as a bomber gunner and radio operator. Albert Drohlich is finishing radio training at Sioux Falls, S. D. No change of any kind is contemplated at the station, Mr. Hinlein stated, and policies of operation will be continued. KDRO operates unlimited time on 1490 kc with 250 w.

NEW LINE of sound reproduction equipment has been announced by E. S. Gregg, vice-president of the Western Electric Export Corp. To be ready for foreign exhibitors as soon as materials and labor are released, the new equipment incorporates designs resulting from application of new basic principles.

Livestock Raiser

Joe O'Bryan, owner of the noted O'Bryan Ranch at Hiattville, Kansas, says—"Radio was the first modern improvement for better living on the farm. It showed the farmer and the livestock man how the rest of the world lives. Through making him want for something better, other improvements followed. We actually live today by the radio. We eat breakfast at a certain time—we come back to the farmhouse at a certain time for lunch—just so we don't miss any of the valuable information that radio gives in our behalf."

VICTORY THROUGH FOOD

All indications point to the importance of food in the making of a lasting peace. KMBC, recognizing radio's responsibility to the *Heart of America*—the foodbasket of the nation—now operates a typical Missouri-Kansas farm in service to its rural audiences. Here Phil Evans, KMBC's nationally known farm editor, puts into practical demonstration latest farming developments, telling listeners of progress made in three remote broadcasts daily from "KMBC Service Farms." Radio is limited only by man's ability to utilize its potentialities.

DEDICATED

IN BEHALF OF

AMERICAN BROADCASTING

TO THE HOME AND THE COM

KMBC

OF KANSAS CITY

REPRESENTED BY FREE & PETERS, INC.

SINCE 1928

THE BASIC CBS STATION FOR MISSOURI & KANSAS